

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVIII.

NEW YORK, SEPTEMBER 15, 1909.

No. II.

**If you like persimmons it's a pretty good plan to keep your eyes open for the trees where they grow the thickest and to carry a pole long enough to reach them.**

In Kansas—

Yes, we had a little dry spell in Kansas and when the frost is on the pumpkin and the fodder's in the shock, the probabilities are that the corn crop will be a little shy of that of last year,

Nevertheless,

Old Kansas is doing pretty well. Her farms will produce in grain, grass and live stock, actual wealth this year close to one-half billion dollars in value—

Or \$5 for every man, woman and child in the whole United States.

The persimmons are here, gentlemen. There is no doubt about the buying capacity of the people of Kansas. Manufacturers and jobbers, wholesalers and retailers, who go after Kansas trade, all report most excellent conditions.

The only question for the advertiser is what pole to use to "knock the persimmons."

In the daily field there is *one* Kansas newspaper which everybody in Kansas knows, and which nearly everybody reads.

It is the *Topeka Daily Capital*. For twenty years the leading daily in the State.

It not only covers Topeka thoroughly, but it also reaches every post-office in the State.

In the fifty largest towns of the State it has a circulation of more than 22,000 copies.

In Topeka it is the only daily which makes known its circulation, and I guarantee my advertisers that the *Capital's* Topeka circulation is *far in excess* of that of its only competitor, and I'm always ready to write it in the contract.

What I offer you as an advertiser is a daily circulation of 33,000.

—the largest circulation in the State;

—the largest Topeka circulation;

—the largest town circulation;

—the largest rural route circulation.

There are a number of good newspapers in Kansas, but the *Capital* is the only one with a State-wide circulation.

If you are interested in getting your share of the half-billion dollars that grow in Kansas, write me about your proposition and let us help you frame up a plan to get them.

*Arthur Capper*

Publisher.

Topeka, Kan., Sept. 8, 1909.

My special representatives are: Marco Morrow, Director of Adv'g, Topeka, Kan.; J. C. Feeley, Flatiron Bldg., New York; Justin E. Brown, Hartford Bldg., Chicago; S. N. Spotts, Century Bldg., Kansas City; W. T. Laing, Ramage Bldg., Omaha.

**TOPEKA DAILY CAPITAL**

# Wasteless Advertising

Magazine Circulation costs about 50c. per thousand for *general distribution*.

But not one advertiser in ten has his goods "generally distributed."

If our goods are "on sale everywhere" in only twenty states, of, say, forty million population, we are paying practically double the card rates for our publicity. Because to reach the forty million population we can hope to sell to, we must also pay the publishers for the half (or more) of his circulation reaching the fifty millions who cannot get our goods.

That general advertising pays under such a handicap, illustrates the *reserve force* of advertising.

Also, it indicates the profit possibilities of wasteless mediums such as standard farm papers.

These papers offer the advertiser select circulation *concentrated* in certain states.

The advertiser selects the papers reaching the territory where his goods are already on sale or where his salesmen are working. Waste circulation is eliminated. If he is spending, say twenty thousand dollars in publicity, he buys twenty thousand dollars' worth of *immediate* selling results. He has nothing to charge to general influence on territory he hopes *some day* to open up.

This is one reason why proven, through-the-dealer, results have earned the following papers the title of

## "Farm Papers of Known Value"

**The Ohio Farmer**  
**The Michigan Farmer**  
**The Breeder's Gazette**  
**Hoard's Dairyman**  
**Wallace's Farmer**  
**The Kansas Farmer**

**The Wisconsin Agriculturist**  
**The Indiana Farmer**  
**The Farmer, St. Paul**  
**Home and Farm, Louisville**  
**The Dakota Farmer, Aberdeen**  
**The Oklahoma Farm Journal**

The other reason for standard farm paper productiveness, we would be glad to show you personally. We should be glad to prove that the farmer is a better possibility for the advertiser than his city cousin. He has more money to spend *on advertised articles*. He has no established preference for some other brand of goods to be overcome.

That he is responsive to advertising is shown by the fact that such articles as Singer Sewing Machines, Eddystone Prints, Kodaks, etc., which have been and are being advertised in standard farm papers have ten to thirty times as great demand *among farmers* as equally meritorious articles advertised only in general mediums.

For the advertiser who wishes to double the value of his appropriation by selective mediums, we have some interesting data. May we send it?

GEORGE W. HERBERT,  
 Western Representative,  
 1736 First Nat'l Bank Building, Chicago.

WALLACE C. RICHARDSON, Inc.  
 Eastern Representatives  
 41 Park Row, New York

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXVIII.

NEW YORK, SEPTEMBER 15, 1909.

No. 11.

## TAKING CARE OF TRADE-MARKS.

PAQUIN TAKES STEPS TO PROTECT HIMSELF—LEHIGH VALLEY RAILROAD EDUCATING THE PUBLIC TO UNDERSTAND ITS TRADE-MARK—GROWING REALIZATION OF TRADE-MARKS AS AN ASSET, AND OF NEED OF BUILDING THEM UP.

There are many signs that business concerns are becoming more appreciative of the actual money value of a trade-mark. Continual business evidence is cropping out showing how trade-marks have been accumulating actual dollars of value far faster than any compounded interest, and all so unobtrusively and modestly that it has oftentimes not been appreciated.

What one keen advertising man did some time ago—make a definite offer of \$1,000,000 for a valuable trade-mark and get refused—would open the eyes of many manufacturers who have a trade-mark, but treat it as they do some merely semi-useful piece of office furniture. If it represented as much cash in bank as it represented cash value in court it would get very tender consideration. A good trade-mark is more valuable than ready money, because it is property which panic and bank failure cannot touch.

Probably the most effective stimulus to make advertisers realize the importance of trade-marks is the constant imitation which is going on, and which must be counteracted. It may be said that many advertisers have been driven into advertising by trade-mark imitation, and others who have not advertised have suffered for years until they became somewhat desperate.

A rather unusual example of

this is Paquin, the great Paris dressmaker. The non-advertisers could probably select no more striking example of a firm which achieved world-wide reputation without advertising. Yet probably no reputation has been so imitated as Paquin's, and this fall finds him in the New York newspapers, as shown herewith, endeavoring at last to give the public means to protect itself when seeking the original Paquin.

This illustrates how a valuable non-advertised trade-mark is always more open to attack than one advertised—proving that one great service of advertising is sim-

## PAQUIN PARIS

the well known dressmaker, 3 Rue de la Paix, Paris, begs to inform his clients that his trade mark having been **extensively counterfeited**, his waist-bands will bear the signature "Paquin" in **dead turquoise** letters on **white ground** for the Winter Season of 1909.


THE GREAT DRESSMAKER TAKING PROTECTIVE STEPS.

ilar to a court defense, operating in effect like a court injunction against imitation.

Another peculiar aspect of the trade-mark matter is the value of educating the public to comprehend the significance of the trade-mark symbol. Too often the trade-mark is a somewhat meaningless

hieroglyphic which, though serving to identify, does not hint at quality, desirability, or individuality.

The Lehigh Valley Railroad's trade-mark has been accepted for years, but never explained, and the new newspaper series, to which the accompanying ad belongs, very



### What a Trade-Mark Means

Some Americans, far away in Europe, discerned suddenly, at the masthead of a vessel in a harbor, an American flag. "The grandest sight I ever saw," said one of the party. The American flag is in a certain sense the Nation's trade-mark. In business a good trade-mark is invaluable. It means Honesty and Reliability.

**THE LEHIGH VALLEY RAILROAD is proud of its Trade-Mark.**

The red flag with the black diamond center appears on all its freight cars, its machinery, its time tables, its menus. It stands for Honesty and Reliability.

This trade-mark was designed nearly 30 years ago, when the Lake Line of the Lehigh carried much anthracite coal from Buffalo through Lake Michigan.

The Red on the flag means the clear flame peculiar to anthracite; the Black Diamond indicates, of course, the coal; and the white letters "L. V." stand for cleanliness — "America's Cleanest Railroad."

"Sentiment!" some one says? Granted! But why not, if the Lehigh lives up to its trade-mark?

1400 Broadway corner 27th St.  
225 Broadway corner Franklin St.  
Burlington Building, Park St. (Boston)  
and Corbin St. (N. Y.)

Phone: Boston, 17; 225 St. (New York)  
20 Flatbush Ave. and Broadway at 27th St. (N. Y.)

Lehigh Valley 110 Broadway corner Liberty St.  
Trust Office  
New York 225 Broadway corner Park Place  
225 Broadway corner 27th St. (N. Y.)  
and Corbin St. (N. Y.)

225 Market St. (Newark)

#### EXPLAINING TRADE-MARK MEANING.

ably adds to the Lehigh Valley trade-mark by explaining its meaning.

It is certain that more and more business concerns will learn to prize their trade-marks more and build up value for them by advertising just as earnestly and profitably as they now labor to build up their bank balance.

#### RETAIL ADVERTISING AND HUMAN NATURE TOUCH.

BARCOCK, HINDS & UNDERWOOD.  
BINGHAMTON, N. Y., Aug. 20, 1909.  
Editor of PRINTERS' INK:

Ever since I've been in advertising, PRINTERS' INK has been my steady teacher. It once contained an article on "Human Interest in the Ads," and it convinced me that I should "get next" to that element in my work.

So we evolved *The Plane: A Smoother of Daily Tasks*, which you so kindly commended in a recent letter. In addition to this house organ we run once a week ads like the enclosed and find that the plan pays splendidly. For anyone who can write or secure similar work I most heartily recommend this style as an adjunct to the regular run.

J. HERBERT TOAL,  
Advertising Manager.

#### HOUSTON ENLARGES HIS CONNECTION WITH DOUBLEDAY, PAGE & CO.

Herbert S. Houston, for a number of years advertising manager of the three publications of Doubleday, Page & Co.—*Country Life in America*, *World's Work*, and the *Garden Magazine*—is relinquishing his post for a more general connection with the firm. Russell Doubleday, for some time in charge of the Western office, is to become advertising manager of the three publications, while Mr. Houston will devote his efforts to the entire selling activities, including advertising, of this rapidly growing publishing house.

Edgar G. Criswell, the unusually successful manager of the financial advertising department of the *World's Work*, goes to the Western office, succeeding Mr. Doubleday; while Wm. J. Neal will remain in the New England office, which he established.

Mr. Houston is one of the best-known men in the advertising business, and has done much creative work to advance its interests. His addresses, writings, etc., have been of wide general benefit.

#### HOMER HEDGE DEAD.

An attack of typhoid proved fatal on September 10th to Homer W. Hedge, head of the Homer W. Hedge Company, advertising agents, New York City.

Mr. Hedge was the New York representative of the Pettingill Agency, Boston, for some years, and about seven years ago took over the business under his own firm name. He has handled a number of successful accounts, and was exceptionally popular. He was much interested in aviation, being a founder of the Aero Club.

A new plan of campaign has been prepared by the Ben Leven-Nichols Advertising Company, Chicago-New York, for the Sheldon School of Salesmanship. Pages and half-pages will be used in national magazines.

The *Texas* magazine is the name of a new monthly about to make its appearance from Houston, Tex. Frank Eberle will edit it in the interests of the industrial, financial and commercial interests of Texas.



## Do You Advertise *"For Sale by All Druggists"*

For the seventh time a complete copy of The Literary Digest will be delivered to 30,000 of the leading Druggists and Jobbers throughout the United States, in addition to the regular circulation.

For the seventh time a trade circular will accompany the issue, which will contain a reproduction of each page advertisement and a personal message direct from the manufacturer to the dealer.

That this important trade service has lived for so long, each year's number being better patronized than the last, and by practically the same advertisers, establishes its value beyond question.

It is an indispensable issue to the manufacturer seeking new or better distribution. Full particulars on application to those interested.

### Fall Druggists' Number November 13th

*Circulation at least 240,000 copies*

# The Literary Digest

## HOW CHEESE MIGHT BE ADVERTISED IN NEWS- PAPERS.

ALMOST CLEAR FIELD OPEN TO AMERICAN CHEESE MAKERS—HIGH FOOD VALUE OF CHEESE—UNIVERSAL CONSUMPTION—NEWSPAPER ADVERTISING THE LOGICAL MEDIUM TO USE.

By J. George Frederick.

Cheese is a product of higher civilization—according to some literary wits. Your education in cheese-eating and cheese-knowledge is more or less of an indication of your general culture.

One must admit that as things stand at present the cheese test applied to America quickly separates the *bourgeois* from the *epicures* and the smart, cosmopolitan *connoisseurs*. Your plain everyday American knows only the strong, sharp American cheese which uniformly adorns the groceries throughout the country almost to the exclusion of others.

But your wily city frequenter of restaurants and lover of the arts and witcheries of the table knows more odd, strange, delightful cheeses than he has fingers on his hand, and he knows how they can be made into a lunch fit for a king. Cheeses so delicately nurtured and cultured that they are living, sentient things have no terrors for him. Edam, Roquefort, Cheddar, Neufchâtel, Camembert, etc., are names known mostly by *epicures*, but not by the masses.

Europe knows all about cheese. The alchemy of the dairy on the Continent is celebrated all over the world, and the six cents a pound tariff exacted by Uncle Sam has not prevented great and increasing quantities being imported into this country. Thirty-two and one-half million pounds of cheese, valued at \$5,586,706, were imported in 1908—mostly from Italy, Switzerland and France.

Many thousands of families do not know the food value of cheese. It is a reflection on the passive makers of cheese that probably the greatest single class of cheese users are the saloons and free-lunch counters. Many American fami-

lies eat cheese only when going on a picnic, and know no other method of using it, except to throw a chunk of it into lunch-boxes, to be found tough and indigestible by lunch-time.

Of the many uses of grated cheese—"au gratin" baked dishes and the making of sandwiches, salads, etc., as well as the use of cheese with which to top off a dinner regularly, with advantage to health, there is surprisingly little known generally. Of delicious biscuits toasted with cheese, of inexpensive "rabbits"—or of the digestive advantage of serving cheese with pie, etc.,—and a hundred other uses of cheese of many kinds,—little is widely known, because nothing educational has been done.

As for the consumer possibilities for cheese, they cannot be over-estimated. Figuring on a per capita consumption of cheese in this country (of both foreign and domestic kinds), it is just about one pound per capita per annum at present—which is absurdly small for a food product of such high value as cheese. Cheese ranks with meats and milk as an article of diet, and the highly cultured varieties are nature's most excellent and natural condiments, stimulating digestion and aiding in assimilating richer foods. The cheese germs are the friendly germs which reinforce the body germs and help them fight off disease in the digestive tract.

Compared with the per capita consumption of bread, meat, etc., the pound per capita consumption of cheese, which ranks with these staple foods, is outrageously small and feeble, and at once suggests advertising as an aid to a more deserving ratio of consumption.

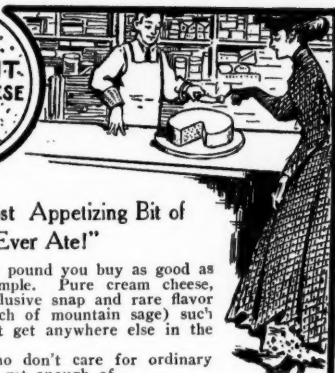
The limited capitalization of the many cheesemakers and the consequent spotted distribution enjoyed by any single make, renders it pretty certain that the logical medium to use is the newspaper in starting to advertise. However small the concern, it could at once select the localities where its cheese was most extensively distributed and launch a campaign. To trade-mark a cheese is entirely

easy, and to argue for it is easier still. The entire wealth of cheese argument could be used with all the force of a first presentation by the cheese advertiser who first used printer's ink to talk to the public. The public mind lies receptive and fallow as regards American-made cheeses and there is no reason in the world why a Neuchâtel, Camembert, Roquefort, etc., class of reputation could not be achieved by an American maker.

One thing is certain: American-made cheeses will become more and more popular, and in the absence of advertising or trade-marks the trade and the public will call it by whatever name comes handiest—most likely a geographical name, like Herkimer, which is anybody's and everybody's. If, however, some individual maker is long-headed and takes aggressive steps to popularize a cheese trade-mark he will do a neater and more profitable trick than cornering a market or squeezing the dairy farmers on contracts.

I have selected "Vermont Sage Cheese" to illustrate in a concrete ad, because it is a cheese actually made and sold, and is a more distinctly original American creation than many cheeses. It has every element of possible popularity in it, and enjoys now a fair distribution. Any cheese of similar class selling, as Vermont Sage cheese does, at about 24 cents a pound, has splendid chances of success.

By making up an original plan of local campaign, in connection with the newspaper advertising,



### "The Most Appetizing Bit of Cheese I Ever Ate!"

—and every pound you buy as good as the best sample. Pure cream cheese, with an exclusive snap and rare flavor (with a touch of mountain sage) such as you can't get anywhere else in the world.

People who don't care for ordinary cheese can't get enough of

## Vermont Sage Cheese

Buy lots of it—for work and school lunches, for sandwiches, rarebits, soufflés, and for regular use on the table. It has not only as much, but the same kind of nourishment as meat, bread and beans. It helps digestion—have it after every dinner and with pie. Ask grocers for our fine cheese booklet.

**24 Cents a Pound At All Grocers**

Made by the Fletcher & Harmon Company, Montpelier, Vt.

IMAGINARY AD FOR "VERMONT SAGE CHEESE"

and by generous sampling, the trade in any city in which conditions are favorable can be very greatly stimulated, and trade established which will become permanent.

A coupon good for half cost on the first pound; or a crew of demonstrators and canvassers, should be used as an auxiliary force, traveling from town to town. Or if conditions are such with an individual manufacturer that a newspaper campaign unattended by other than the regular sales effort, is most advisable, it would still be highly profitable. Mail pieces to dealers, should be used if the sales staff is small, and co-operation with the commission houses should be sought to analyze the location of distribution before beginning the campaign.

A large quantity of neat little booklets on cheese, full of practical suggestion for the use of the cheese, should be published and supplied liberally to all dealers.

There is no reason why, if the commission jobbers fail to co-operate with an advertising campaign, a maker should not deal direct on a small scale, within a limited radius of distance. There is enough possible cheese trade in any large city to make a very big market for one maker without seeking much further. If this were done right, supplying dealers with booklets, electros, window displays, demonstrations for advertising, and making modern efforts at co-operation in selling the goods for dealers, the same effective sales boost would be experienced that other food lines achieve.

At present the only widely known and advertised American cheese is Maclaren's, made in Canada. The same conditions of marketing are faced by American dealers, to say nothing of the tariff Maclaren has to pay, and if he can advertise and win so widespread a reputation, it should be easy for American makers.

The department store offers a particularly good cheese market, representing a concentrated and wide-awake market which should be fairly cheap to canvass and sell. However, the department stores will not yield nearly so much profit if no reputation has been established for the cheese by advertising, for they naturally argue that they will have to create the demand and should be paid for it.

In America, cheese-making was in its infancy for many years, until perhaps ten years ago, when simple, haphazard dairy methods were abandoned for more complicated processes. To have told a simple dairyman that cheeses are made from germs, and actually are alive, would have scared him out of his wits. Modern chemical manufacturing methods experimented for years trying to produce a cheese of foreign excellence, but failed, until the germ of the particular variety of cheese, like Neufchâtel, was imported and cultivated.

We are now beginning to have some cheeses that put up a more interesting comparison to foreign cheeses, and cheese manufacture is constantly increasing. There is

now considerable "co-operative" cheese manufacturing, with excellent results. One thousand one hundred and ninety-eight establishments were manufacturing cheese in 1905, with an output valued at \$11,403,719. A number of communities, like Herkimer County, New York, have worked up a considerable reputation for cheese, and some new kinds of cheese are being turned out and marketed on the regular commission-house plan.

Many American imitations of foreign cheeses are being sold—some of them just as good as the imported kind. It is a cheap reflection on American enterprise that no effort is being made to create reputation for these goods on their own merits. It is sure to strike some enterprising maker that way, and induce him to advertise.

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#### ADVERTISING MEN IN THE HUDSON-FULTON PARADE.

With characteristic up-to-dateness the Advertising Men's League of New York City has chartered a steamer, the *Putnam*, from which guests of the League will be enabled to view the Hudson-Fulton parade October 1st. An official position has been assigned the steamer, and New York advertising men are thus afforded an excellent chance to view the remarkable pageant being planned. Official announcement of the matter will be found on page 20.

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#### GOT "SHOWERS OF REPLIES."

THE MUNN-NICHOLS CO.  
ADVERTISERS.

SPRINGFIELD, MASS., Aug. 28, 1909.  
Editor of PRINTERS' INK:

Your favor of August 18th in re medium for reaching the farmers of the West and Northwest with an electric specialty was duly received and we thank you for the very helpful reply. We also thank you for printing our letter in your issue of the 18th. We have received a shower of replies through that advertisement so generously given us. PRINTERS' INK is a pleasure and inspiration. We use it continually to show advertisers, or those who should advertise, what the world is doing. It is an excellent tonic. Thanking you, we are,

GEO. MUNN, Pres.

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Harry King, formerly advertising manager for Munsey's newspapers for several years, has just been made business manager of the *Boston Traveler*.

# Advertising in the Dog Days

## August, 1909

Following continuous increases each month since the first of the year, The Chicago Record - Herald during August, Nineteen Hundred and Nine,

**GAINED 305 COLUMNS**

in display advertising over last August, the total exceeding by far the amount published during any preceding August.

*Circulation and advertising books open to all.*

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## The Chicago Record - Herald

NEW YORK OFFICE, 437 FIFTH AVE.

# PERRINE WITHDRAWS QUOIN CLUB APPLICATION FOR RECOGNITION.

QUESTION NOW UP TO INDIVIDUAL MEMBERS—RECOGNITION NOT LIKELY BY PUBLISHERS OF EITHER NEWSPAPERS OR MAGAZINES.

F. L. Perrine, the new advertising agent for the Standard Oil Company, has withdrawn his application for recognition from the Quoin Club, the organization of magazine publishers.

This significant action indicates, it is understood, that the individual publishers comprising the Quoin Club will determine the matter of recognition for themselves, and that Mr. Perrine will have to make individual application for recognition to each magazine.

The magazines have in the past steadfastly held together in refusing recognition to any agent who seemed to be placing the advertising of a single large account while holding some others largely as an aid to obtain recognition and commissions for the large account.

The magazine publishers' association is now in exactly the same position with regard to the matter as the newspaper publishers' association, and the same attitude has been maintained by the newspapers as the magazines. The application in each case was withdrawn, it is understood, because it was sensed that the prevailing attitude of the association was against recognition.

It is not believed that any of the members of the Quoin Club will recognize Mr. Perrine individually. A number of adverse decisions have already been made, it is said.

The McKeesport News, one of the best-known papers in Western Pennsylvania, has appointed the Fisher Agency, of New York and Chicago, their special representative.

The Reed Mfg. Company, of Providence, R. I., is using a list of mail-order and farm papers through the New England Advertising Agency.

# "IRON AGE" PURCHASED BY ROOT INTERESTS.

THE MOST NOTABLE TRADE-PAPER PURCHASE IN MANY YEARS—POLICIES NOT TO BE AFFECTED—\$1,500,000 SAID TO HAVE BEEN PAID.

Next to the oldest trade paper in existence—having been founded in 1855—and probably by common consent the leading trade paper of the world, the *Iron Age*, has this week passed into the control of a group of publishers headed by Charles T. Root, who is known by his work in many trades during the past thirty years.

This is the most important trade-paper deal that has ever been put through, involving probably more than twice as much money as any previous similar transaction and including the whole of the business of the David Williams Company, which publishes, besides the *Iron Age*, the *Metal Worker*, *Carpentry & Building*, and a considerable list of technical books.

In talking with Mr. Root, a representative of PRINTERS' INK learned that the statement made by some of the daily papers to the effect that the Root Newspaper Association was the purchaser in this transaction, was wholly incorrect. The Root Newspaper Association has nothing to do with the transaction, nor will the *Iron Age* nor any of the other properties transferred be in any way associated with that organization.

Mr. Root was also at pains to state that the editorial conduct and general policies of the *Iron Age* would remain unchanged and that the character of the institution, as established by David Williams, the Dean of the trade press, would be carefully preserved.

The consideration in this transaction is understood to be in the neighborhood of \$1,500,000. The Harris-Dibble Co. were the brokers.

The Detroit Journal claims to have gained 3,022 inches of display in August over the month before.

**A**FTER an examination of the circulations of the newspapers of Augusta, Ga., by the Audit Company of New York, under the auspices of PRINTERS' INK, October, 1908, it was proved that the

## Augusta (GA.) Herald

had then 43.3% larger paid city circulation and larger total paid circulation than its competitor. To-day it has about 1,500 more daily circulation than in October, 1908.

**The Herald has made a net circulation gain of 1359 copies daily in the city and now has a total daily circulation in excess of 9,000**

Figures tell how the choice of local advertisers proves the value of its advertising columns:

**HERALD, - - - 94,457 inches**

**Competitor - - - 83,179 "**

**Herald's lead, 11,278 inches**

Little else is necessary to show general advertisers the dominating position of the Herald in its field—to test the fact whether or not the Herald is Augusta's best and most result-producing newspaper.

Foreign Representative

**BENJAMIN & KENTNOR COMPANY**

Boyce Bldg., Chicago, Ill.

225 Fifth Ave., New York, N. Y.

## HOW TO GO ABOUT SELLING GOODS BY ADVERTISING.

CAREFUL STUDY OF CONDITIONS NECESSARY—KEEPING DOWN TO FACTS—THE RIGHT METHOD OF PREPARING COPY.

By George Frank Lord.

Until within recent years most successful advertising men believed their success was due to a sort of sixth sense—inborn genius that ordinary mortals could not hope to attain. And in a recent editorial on advertising appearing in a New York newspaper and presumably written by the advertising manager this ancient fallacy is again promulgated.

If advertising ability is in the same category as clairvoyance, those who believe they possess it should be greatly comforted, and the other unfortunate aspirants for success in advertising should be duly discouraged.

But it is not true. The ability to sell goods through "salesmanship in writing" can be acquired as readily as ability to make arithmetical calculations, or to build houses, or to conduct farming on a scientific basis.

Professional advertising men do not depend on *inspiration* for ideas and plans of campaign. Whether consciously or not, they work by *method*. And their method can be learned and successfully used by any man of average education and common sense. The purpose of advertising is to *sell something*, whether it be merchandise, service, or opportunities, necessities, utilities or luxuries.

Good advertising consists of an efficient presentation of the selling points of the article or proposition to be sold to possible buyers. Hence, when an expert advertising man is confronted with a selling proposition to be advertised, he first considers what is the salability of the article, does the demand for it exist; or must it be created; who heeds, wants, or could be made to want it; how best can these possible buyers be

reached, and what is the most efficient and economical method of bringing the merits of the article to their attention.

The conclusions at which he arrives after considering these points—and certainly any man with commercial common sense and average knowledge of people and affairs can form such conclusions—constitute the *facts* that determine the kind of an advertising campaign to be conducted. No inspiration or intuition is required thus far, but only method or analysis—a scientific selection and grouping of facts.

His next step is to analyze the productive and motive forces that can be brought to bear on the execution of such a campaign. What are the manufacturing and financial resources of the prospective advertiser? How extensively can he afford to advertise? How much business can he handle? How fast can he deliver goods, either direct to purchasers or through dealers? How many dealers has he? Where are they located? What territory does he cover or want to cover?

The conclusions arrived at regarding these points indicate the extent of the proposed campaign and also throw further light on the kind of campaign. It will be noted that he is still proceeding along exact and scientific lines.

Next comes the selection of mediums and apportionment of the advertising appropriation among them. The only qualifications for expert work along this line are knowledge of quality and quantity of circulations, and economical methods of buying and using space. Anyone can acquire such knowledge.

Finally, he comes to the actual preparation of the copy—the writing and designing of the ads. "Ah!" you say, "here is where genius is required." But you are wrong. We are accustomed to ascribing to genius, clairvoyance, and miracles, any performance that we can neither do nor understand. And just as the marvelous results produced by the mythical Sherlock Holmes proved ridiculously simple when his sci-



entific methods of analysis were understood, so the mystery of successful ad-writing vanishes before the light of reason.

The successful ad must attract the attention of possible buyers, create desire in their minds for the article advertised, and induce them to write or call, or perform some other action leading to a purchase of the article. In general terms that is all there is to ad-writing. The rest is purely a matter of detail that can be mastered by anyone with sufficient analytical ability to do an example in fractions or elementary algebra.

To attract the favorable attention of prospective buyers is simply a matter of placing in carefully selected mediums a pleasing illustration of the article or one of its selling points and a strong headline.

Creating desire consists merely in describing the selling points of the article or proposition in such a manner as to appeal to the common needs or desires of man-

kind and the special requirements of the class for whom the article is intended. The determination of selling points and distinctive features is the important prelude to an effort to create desire. And analyses of articles to ascertain their selling points is strictly scientific work rather than genius. The method is very simple, but requires thought and trained merchandising perception.

Producing action leading to a purchase is largely a matter of informing the reader how and where the article may be obtained, how to distinguish it from other or similar articles, and making it easy for him to order or purchase it.

The advertising man who says, "The longer I am in the advertising business the less I feel I know about it," is a self-confessed incompetent. Invariably it will be found that he works without method, and is a subscriber to the "ancient and honorable" fallacy that "advertising men are born, not made."

## August Advertising in the Twin Cities

### The Minneapolis Journal carried

291 Columns More Advertising Than Any Other Newspaper  
16% More Local Advertising Than Any Other Newspaper  
17% More Total Advertising Than Any Other Newspaper  
101 Columns More Than Its Own Record in August, 1908

So far this year The Journal carried 3,326 columns more than any other Twin City newspaper and refused 470 columns of objectionable advertising

### AUGUST FIGURES

The Minneapolis Journal	Columns
	<b>2053</b>
The Minneapolis Tribune - - - - -	1762
The St. Paul Dispatch - - - - -	1384
The St. Paul Pioneer Press - - - - -	1276

During the month of August The Journal refused 44 columns of questionable advertising

O'MARA & ORMSBEE  
Brunswick Building, New York  
Tribune Building, Chicago

THE MINNEAPOLIS JOURNAL  
HUGH A. O'DONNELL  
Advertising Manager

# Boston the Center

## Of the Most Prosperous Community In the United States

The per capita wealth of the people of Boston is greater than that of any other city in the country.

More people live within a 50-mile radius of Boston than in any other city in the United States (except New York).

One-twentieth of the wealth of the United States is within fifty miles of Boston.

# The Boston Globe

## The Leading Advertising Medium in This Rich Territory

The total advertising in the four Boston newspapers having Daily and Sunday editions for the eight months ending August 31, 1909, was:

	LINES
Boston Globe . . .	4,667,724
2nd . . .	2,956,490
3rd . . .	2,510,700
4th . . .	2,467,500

During this period the Globe printed **1,711,234 more lines of advertising** than any other Boston newspaper, and the **Globe total of 4,667,724 lines of advertising** was **235,390½ lines more** than it printed during the same months in 1908.

# Some Interesting Facts

About One of Boston's  
Great Industries

## The Boston Globe

During the eight months ending August 31, 1909, the Globe printed **304,767 want advertisements.**

This was **a gain** for the Globe of **28,736 advertisements** over the same period in 1908, and **was 200,629 more** than appeared in any other Boston newspaper.

The total number of pounds of white paper used to print the editions of the Daily and Sunday Globe during the first eight months of this year was **21,683,852.**

The circulation of the **Boston Daily Globe** (2c. a copy) for the month of August was **179,103.** This was **a gain of 9,021 copies** over August, 1908.

The circulation of the **Boston Sunday Globe** for the month of August was **314,444.** This was **a gain of 3,429 copies** over August, 1908.

The Daily Globe has a larger circulation than any 2-cent newspaper published in the United States.

The Sunday Globe has a larger circulation than any Sunday Newspaper in New England, and its figures are not equaled by more than four or five newspapers in the United States.

# Don't Pity the Farm Women

Some magazines and city newspapers give the impression that the farm home is a universal place of drudgery, that all farmers' wives and daughters are slaves, that American young women will not marry farmers.

These city editors are wrong. The farm home centers around the farm woman. It is she to whom the success of the farm, the training of the children, and the uplifting influence are due.

## The ORANGE JUDD TRIO

has conducted a national woman's commission on country life. (The ex-President forgot to include any women in his commission.)

Answers to our inquiries came from every state and prove that no equal number of homes in other vocations possess as large a proportion of satisfied and contented women as our farm homes.

The farm woman is a most potent influence. She's her husband's business confidant far more than is the city woman; is consulted about purchasing agricultural implements, machinery, seeds, live stock, and exercises an intelligent influence in all the conduct of the farm.

She is an advertisement reader and buyer; is in favor of improved machinery, bath rooms, running water, new furniture, paint, roofings—besides, she buys clothing and household necessities.

The Orange Judd Trio, comprising Orange Judd Farmer, covering the Western states; American Agriculturist, the Middle and Southern states; New England Homestead, the six New England states, with its circulation of 250,000 copies weekly guaranteed, will place your advertisement where it will be read—and answered—by the very best farmers' families. Write for sample copies and see Orange Judd Trio's well known advertisers.

### ORANGE JUDD COMPANY

Western Office:  
1448 Marquette Building  
Chicago, Ill.

Headquarters:  
439-441 Lafayette Street  
New York

Eastern Office:  
1-57 West Worthington St.  
Springfield, Mass.

## PLEDGES TO BUY SECURED BY PILLSBURY FLOUR PONY CONTESTS.

BROOKLYN, CLEVELAND AND DETROIT  
WORKED IN EFFECTIVE WAY—213,-  
000 PLEDGES IN BROOKLYN—SALES  
BEING STEADILY INCREASED.

One of the big moves made in the struggle for the flour trade of the country has been the inauguration by the Pillsbury people of a series of novel contests in various large cities, to secure actual pledges to buy Pillsbury flour. The plan, which has recently had most successful try-outs in Brooklyn, Cleveland and Detroit, is one in which the vital woman interest is secured by first enlisting the interest of the small boys and girls of the community, and virtually making them salesmen of the company's product.

There probably has never yet been an American youngster who hasn't longed to possess a Shetland pony. Therefore when, late in April, the Pillsbury company came out in the Brooklyn newspapers with half-page announcements that every boy and girl in the City of Churches could win a pedigreed pony by successfully fulfilling certain conditions, furor broke loose among the small fry of the borough.

This initial ad gave little inkling of the nature of the contest. The word flour did not even appear in it, and the name Pillsbury was printed only in the address to which would-be contestants were asked to send the accompanying coupons.

More than 10,000 children sent in these coupons, asking how the coveted Shetlands were to be won. To each youngster was sent a letter, explaining that Brooklyn had been sub-divided into seven districts and that the boy or girl in each who in two months secured the most pledges from women to purchase Pillsbury's Best the next time they bought flour, would receive a pony.

Fourteen hundred of the 10,000 eagerly forwarded their entries, and after each had been equipped

with Pillsbury badges and a large bunch of "promise" blanks, to be filled in by the housewife pledging herself, the big contest got under way. Some of the original 1,400 starters later became discouraged and dropped out, but 800 enthusiastically stuck to their tasks to the end.

Little else was talked of by the small boy and girl population of Brooklyn during May and June except Shetland ponies, Pillsbury's Best and the number of "promises" corralled by each youthful hustler enlisted under the mill-

Seven Beautiful Ponies and Traps to be  
Given Away

# FREE!

Not a Cent to Pay! Not a Thing to Sell! Not a Thing to Buy! Do You Want One?

Would you like one of these beautiful ponies?—with harness and all outfit?—*Yes!* Then do this:—Write on this coupon your name and address, and send it to us and we will give you one of these ponies. We will send you all particulars and coupons. Don't delay—write to-day. We are going to give away seven of these beautiful ponies. They are yours for nothing.

Seven True Shetlands  
Who Will Get Them?

Write your name and address on this coupon and send it to us and we will give you one of these ponies. We will send you all particulars and coupons. Don't delay—write to-day. We are going to give away seven of these beautiful ponies. They are yours for nothing.

Write your name and address on this coupon and send it to us and we will give you one of these ponies. We will send you all particulars and coupons. Don't delay—write to-day. We are going to give away seven of these beautiful ponies. They are yours for nothing.

Pillsbury

THE HALF-PAGE PONY ANNOUNCEMENT.

ing company's banner. Interest in the struggle was kept constantly at fever heat by the Pillsbury advertising forces, directed by the Clague-Painter-Jones Company, of Chicago, through the use of large newspaper space and the sending of a constant stream of literature to the boys and girls to keep their minds ever centered on "those seven beautiful Shetland ponies."

"At first the contest ads were practically all pony," says George A. Zabriskie, New York sales agent for Pillsbury. "The subject of flour was carefully subordinated. The idea was to first get the youngsters thoroughly interested and actively at work. Big outline pictures of ponies were therefore given prominence in all the early copy, and the talk was almost entirely of the ponies and their handsome trappings.

"Gradually, as the kiddies be-



if every woman who signed does no more than fulfill the actual terms of her agreement and buys once only, there will be sold as a direct result of the competition almost three-quarters of a million more pounds of Pillsbury's Best.

Brooklyn has a population of nearly a million and a half, so that the figures would appear to indicate that pledges were received from about two-thirds of its homes.

"There is absolutely no doubt," says Mr. Zabriskie, "that this contest is certain to have lasting good effects on the Pillsbury business in Brooklyn. Already we have sold more flour there this summer than ever before during a like period, and I am certain the increase is largely due to this campaign.

"I do not look for the really big results, however, until later in the fall. Thousands of women who signed the pledges have been away most of the time since and are only now beginning to return home. They have yet to fulfill their flour 'promises.' For that reason I do not expect to get anything like a real idea of the actual success of the project for a month or so.

"Do I consider that the contest will permanently increase the use of Pillsbury's Best in Brooklyn? I most certainly do. All we ask is that the housewife try our flour. After that we are satisfied to let the flour speak for itself.

"Too much can not be said as to the important part played by the newspapers of Brooklyn in this contest. The newspapers got the whole plan before the children and the families as no other mediums possibly could, and the enthusiasm roused for the project would never have been possible in any other way."

The pony contest plan for gaining converts to Pillsbury flour has been equally successful in both Cleveland and Detroit. Three ponies have just been given away in each city, and many thousands of women pledged themselves to buy the Pillsbury brand of flour.

*The Standard Paper for Business Stationery—"Look for the Water-Mark"*

**T**HE retailer knows the value of a tasteful, high-class package—the qualities of the package are indissolubly associated with the goods contained.

Your letter paper, that you buy by the pound, you retail out sheet by sheet to your correspondents; these letter sheets are the "containers" of your messages.

Has your letter paper qualities that you wish connected with your business? Old Hampshire Bond bespeaks substantiality, good taste, sincerity, permanence.

Send for book of specimens, showing the white and fourteen colors of Old Hampshire Bond, and presenting striking ideas for letterheads and other business forms. Please write on your present letterhead.



## Hampshire Paper Co.

Only paper makers in the world making bond paper exclusively.

**SOUTH HADLEY FALLS  
MASSACHUSETTS**

Made "A Little Better Than Seems Necessary"—"Look for the Water-Mark"

# How Long Does Your Advertisement Live?

The ideal advertising medium is one that is constantly before the purchasing public.

There are not many such mediums in existence.

In fact, as far as New York City is concerned, there's **only one**—and that is the New York City Telephone Directory.

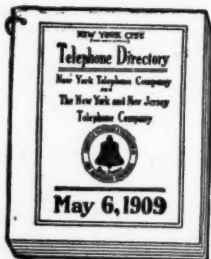
Your advertisement in any other medium is only alive until the publication has been read.

Your advertisement in the New York City Telephone Directory is **alive from the day it is published until a new one is issued.**

With a million and a half people consulting the New York City Telephone Directory **every day**, it offers you a unique advertising value—an unusual opportunity to reach prospective buyers of your product most persistently, and therefore most effectively.

THE NEW YORK CITY

## Telephone Directory



has proved that it is a result producing medium of highest rank

### ADVERTISING IN IT PAYS

*For complete information and rates write or telephone to*

ADVERTISING MANAGER

**New York Telephone Company**

26 Cortlandt Street

Tel. 12000 Cortland



## "C-N" NEWSPAPER ADVERTISING REGULATED BY TEMPERATURE AND DISEASE.

HOW THE TIMELY USE OF NEWSPAPER SPACE IS USED TO PUSH SALES IN INFECTED DISTRICTS—GENERAL CAMPAIGN ON FLIES—REGULATION OF ADVERTISING BY HEAT.

"C-N" Disinfectant is not one of those products which "lay low" in summer-time. It literally thrives on torrid weather, and keeps keen on the scent of epidemic and disease. With newspaper copy, it is ready at short notice to jump into an infected district with a campaign to increase sales.

An aggressive newspaper campaign waged along unusual lines during the last four months has been carried on—regulated so that the volume of the advertising has been, so to speak, automatically adjusted by the rise and fall of the temperature.

Germ and microbes, foul and disease-breeding odors and their like being much more in evidence during heated spells, it has followed that the advertising space used has increased as the mercury has climbed high in the tube. Conversely, it has fallen off as the temperature has dropped.

The common house-fly, which has been "getting his" from nearly all enlightened quarters of late, has been an especial object of attack, while several serious epidemics have been promptly seized upon by the disinfectant concern as a means of enforcing through original advertising methods the value of its product as a powerful preventive against disease.

No organized effort to advertise C-N on a large scale was ever undertaken by the manufacturers of the chemical, the West Disinfecting Company, of New York, until this year. Due to the use of small newspaper space and to good selling methods, the business had steadily increased for some seasons, and to such an extent that this spring it was decided to double the size and capacity of the

company's factory in Brooklyn and to reach out for the disinfectant trade on a more extensive scale. For this purpose an advertising appropriation in excess of \$75,000 was set aside and at the first sign of really warm weather the campaign was launched.

"Evening newspapers have been used for C-N advertising almost exclusively this year," says D. Maxwell Merry, who recently became advertising manager for the West Disinfecting Company. "The idea with a disinfectant ad, above all things, is to bring it to the attention of the women, and the paper best able to accomplish this result is obviously the evening newspaper. The morning paper goes to business with the man of

The image shows two side-by-side advertisements for C-N Disinfectant. The left advertisement features a large, stylized 'C' and 'N' logo. Below the logo, the text reads 'Purify Your House' and 'C-N Disinfectant'. The right advertisement features an illustration of a man in a suit holding a fly. Above the illustration, the text reads 'Death's Agent—The House Fly'. Below the illustration, the text reads 'C-N DISINFECTANT' and '10 CENTS'. At the bottom of the right advertisement, it says 'WEST DISINFECTING COMPANY, New York'.

NEWSPAPER SERIES.

the house, but the evening paper comes into the home at night and stays there."

The C-N campaign began in the South, the best dailies in a number of cities being used early in the summer, the advertising being extended to the North as the cooler weather gradually gave way to periods of high temperature. In New York City, where the severe heat spells of June and July saw the campaign at its maximum, what is described as "bad odor" copy was chiefly used to educate the consumer to the necessity of using a disinfectant to counteract the many harmful effects of the extreme heat.

"The hotter the weather," says Mr. Merry, "the more links we let out in our advertising. When the colder spells came along we either contracted our space or dropped out altogether, making up for the lapse when the higher tem-



York's great East Side, and we are starting a campaign in several leading Jewish dailies to tell the masses in that section of the city how C-N will minimize their danger.

"Undoubtedly one reason for the success of our anti-epidemic campaign is our plan of following up our advertising when we go into a new city with a large force of women canvassers. These women, who are well dressed and well paid, call upon householders and drive home the advantages of our product, while the advertising is still fresh in the consumers' minds. The use of a disinfectant being primarily a woman's matter, it follows that women make the best demonstrators.

"There is no longer any question that flies are disease-breeders of the most dangerous sort, and in the universal warfare now being waged upon them, C-N is having an important part. Much of our general newspaper copy has been aimed directly at this deadly enemy of mankind, and by practical demonstrations our women canvassers have shown how our disinfectant can make flies and like pests keep their distance."

Hundreds of thousands of circulars, graphically setting forth the evils due to flies, germs, etc., have been sent broadcast throughout the United States and Canada during this national campaign in the newspapers, which is still under way.

No story of the upbuilding of the C-N business would be complete without special mention of Emile Taussig, head of the West Disinfecting Company, and the man who has been back of the disinfectant from the start. Mr. Taussig, who is an enthusiastic believer in advertising, and attributes much of his early success to such advertising as he was able to do, started to manufacture Chloro-Naphtholeum a number of years ago in a small room in a New York City basement.

Now a factory covering a large part of a Brooklyn block is required to meet the demand, and the disinfectant is sold by the hundreds of tons all over the world.

## To Have

circulation is a matter of advertising and salesmanship. We have added circulation to Human Life by many different plans. Sample copy and circular work directed to selected lists of names has been our chief method. Some of the plans have cost us more for each new subscriber than the yearly price of Human Life.

## To Hold

circulation is an entirely different proposition. The magazine must be wanted. It must be interesting and instructive. Human Life is a distinctive magazine. It is about people. Real live flesh and blood. Many times, friends of our subscribers are written about in its columns. The simple part of our business is securing renewal subscriptions. This is our "Mainstay." The volume of advertising in Human Life is increasing each month. Some day we intend to place a limit on the amount of advertising accepted. Now is the time to make us your friend for life.

# Human Life

THE MAGAZINE ABOUT PEOPLE

ADVERTISING  
DEPARTMENT

B O S T O N  
N E W Y O R K  
C H I C A G O  
K A N S A S C I T Y

## SPURRING COMPETITIVE SELLING AGENTS FROM THE SAME ADVERTIS- ING OFFICE.

CHICKERING AND KNABE AGENTS  
PITTED AGAINST EACH OTHER AND  
AIDED WITH ADVERTISING BY THE  
SAME ADVERTISING AGENT—ONE  
HUNDRED NEWSPAPERS USED LO-  
CALLY BY AGENTS, WITH COPY  
FURNISHED BY HEAD OFFICE.

*By Frank H. Holman.*

It has always been a touchy point in advertising-agency service, whether or not an agency can handle two accounts in the same line of goods, particularly of competitive houses.

A number of agencies make a rule not to accept competitive accounts, believing it to be impossible to do justice to competing clients. The New York Street Railway Advertising Company also practises this principle to some extent by refusing to prepare advertising for exceptionally competitive accounts.

A new situation of this sort has been brought about by the modern method of business combination of competitive concerns, which, nevertheless, maintain distinctive organizations and distinctive advertising. How such concerns manage from a single sales office and single advertising office to keep up naturally desirable competition between the sales force of the constituent concerns, and how a very desirable stimulation of competing sales agents is maintained even though these competing agents are part of a single parent holding organization, is a very suggestive story of modern business method.

The distinct tendency toward combination in all fields of trade is nowadays more noticeable than ever, owing to more assurance of corporate safety. At the same time experiences in business combinations have proved in many instances that the trade stimulation of individual competition is a thing which is more or less the life of business, as PRINTERS' INK has intimated frequently.

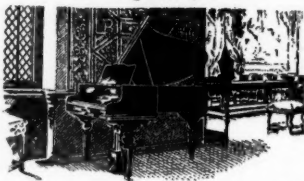
The concerns which sell through

local agents have particularly faced this problem of psychology and have met it most ingeniously. One such concern, the American Piano Company, which is a holding company for the Knabe, Chickering, Haines and five other pianos, keeps a large corps of competing agents on terms of healthy rivalry; and one advertising agent gives them the ammunition, consisting of electros for local ads, booklets and a considerable arsenal of auxiliary advertising.

The Nolley Advertising Agency is in charge of the advertising for all the American Piano Company products, and finds it no easy task to maintain the individuality of the advertising for each of the pianos. Nevertheless, it is accomplished, and so ably that few peo-

ALL the things that a piano salesman can show you about a piano are unimportant compared to the things that he can't show you. That is why the Chickering reputation is of greater value to you in purchasing than the most thorough demonstration.

**Chickering**  
pianos



are famous throughout America and Europe because through four generations they have demonstrated their superiority in the things that do not show—thorough seasoning of materials before the Chickering is put together; the design of the Chickering scale—the arrangement of the strings in relation to the sound board. These are the things that give assurance of a lifetime's service—which you know awaits you when the name on the piano you chose is Chickering.

Our booklets will be sent you if you ask—they'll aid you in selecting.

Set Agent's name here, type to correspond.

CHICKERING AGENT'S NEWSPAPER AD.

ple would guess that the copy emanated from the same agency.

Both the Chickering and the Knabe are pianos of most exceptional prestige and long-standing musical associations. Certain typographical effects and certain ways of advertising have become as much a part of the piano as the musical tone, and they are rarely

changed. The difficult feat of fitting aggressive advertising around the somewhat fixed advertising layout is also very nicely accomplished.

Fifteen hundred agents throughout the country look to the Nolley Advertising Agency for advertising assistance, to sell the various pianos in the combination. Many of them are rivals and competition is in no wise affected by the fact of the parent holding company. A Chickering agent who has lost some sales to the Knabe agent may feel that he needs advertising to help him out. He applies to the Nolley agency and is supplied with electros and possibly with financial assistance. He makes a strong and effective campaign, and the Knabe agent begins to feel that he is losing ground and also needs advertising. He also applies to the Nolley agency, and is also helped. The net result of the plan in that com-

Mr. Nolley believes it very vital to co-operate closely with the agents, and spends a great deal of time traveling among them, talking advertising and sales. He considers it very important that salesmen are thoroughly educated about advertising. People are brought inside the door by advertising, he maintains, and the sales department needs to dovetail right there with the advertising which has brought prospects thus far.

The question of special sales for pianos of so high a standing as the Chickering and Knabe has received most careful analysis, and advertising assistance of the right sort, backed up by co-operative sales effort, has proved that such sales are possible. The first Chickering special sale, in Boston, was an experiment somewhat reluctantly entered into, and from this experience, not very successful, the proper principles for a successful sale were learned and now such sales are regular features. The right sort of sales co-operation was found to be the keynote.

A unique special sales plan was adopted for one of the lesser pianos in the combination, which is working very successfully. A day of the week is set aside for a special sale price—thus keeping the sale class of trade from mixing with the other kind.

#### HIS DEPENDENCE ON "PRINTERS' INK."

LAKE OF THE WOODS MILLING CO.  
MONTREAL, Sept. 3, 1909.

Editor of PRINTERS' INK:

An old-fashioned fellow he was, so common-looking and simple-acting that when he called for a stein he was given a glass of stale, flat stuff that even a "bum" would refuse. But the old fellow drank it slowly, smacking his lips and speaking in the highest praise of the quality.

The barkeep next set out a glass of the very best. The old fellow drank it and set the glass down, but didn't say a word. "How do you like that beer?" was asked. "Oh, no use praising that; THAT speaks for itself."

Well, let my three-year renewal speak for itself.

Though a word of praise now and then is relished by the best of men, I do not want to confess my dependence on PRINTERS' INK too freely—the boss might hear of it and Othello's occupation gone to the Little Schoolmaster.

EMIL M. EMERY.

17,950 PARTS  
TO THE  
**KNABE  
PIANO**

 Each of these parts were cheapened one penny we could sell the KNABE for one hundred and seventy-nine dollars and fifty cents less.

But KNABE standard cannot be lowered. Its value is above all monetary consideration. And yet the KNABE Piano is the lowest priced piano you can buy, considering the high grade materials which form it, the unsurpassable reason in which it is finished, the distinctively wonderful tone which characterizes it, and the enduring satisfaction it will give you.

*(Illustrated Catalogue, prices and terms of payment furnished on application.)*

KNABE BLDG.      **KNABE**      CH.  
146 AVE. and 7th ST.

KNABE AGENT'S NEWSPAPER AD.

munity of the newspaper advertising, etc., is certain to be excellent for both pianos—even for piano trade in general.

At one time three separate agents in the same city, all representing American Piano Company makes, were advertising—and the copy was all distinctively different, and individually effective, though planned by one agency!



We told you September 1st "something had happened" in *Syracuse*.

The Examiner of the association of American Advertisers gave the SYRACUSE EVENING JOURNAL a certificate showing 27,679 *net paid circulation*.

Please, please, please make the other afternoon paper tell you what the Examiner reported they have.

Incidentally the JOURNAL carried more advertising during July and August than any other Syracuse newspaper. "*And that's going some.*"

SMITH & BUDD CO.

*Advertising Representatives*

THE SYRACUSE JOURNAL

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third National Bank Bldg., St. Louis.

# POETIC DEPARTMENT STORE ADVERTISING.

NEW YORK, Sept. 6, 1909.

Editor of PRINTERS' INK:

Now that the North Pole has been discovered it seems as though the limits of exploration has been reached. It seems as though there are no "more worlds to conquer."

Forget it!

To-night, while exploring through the classified columns of the *Evening Telegram*, I came across this remarkable department store ad:

My wife has gone to Besthoff's, Hooray!

Hooray!

She knows that she saves money; she goes there every day.

She takes the children with her, Hooray!

Hooray!

My bank account is growing now, that's why I feel so gay.

BESTHOFF'S DEPARTMENT STORE, 3d Av., at 184th St.

Why not carry out this marvelous advertising idea with all department stores? Why should Wanamaker spend half a million dollars (more or less) in advertising in the New York papers when for "a cent a word" he can advertise his store through an inexpensive poetical gem like this:

I wander on as in a dream,  
My goal Wanamaker's must be,  
And at the countless bargains are  
You—my love—my love—my love—'tis  
only thee.

Now take R. H. Macy Company. This firm spends a barrel of money in newspaper publicity. It is all good, real, needful, valuable cash that a portion of which the writer will gladly accept on a year's note as a slight token of exchange for this money-saving suggestion. Macy might use the idea this way:

Every little bit added to what you already got  
Makes a little bit more.  
Every thing needful and what you need  
not  
Is in Macy's department store.

Then down along Sixth Avenue there are a number of department stores that are more productive than Comstock lodes to the New York dailies. Now Siegel-Cooper Company could save \$400,000 per year by adopting this style of advertising in the classified columns:

I remember you!

Oh, yes, indeed I do.

You are that very nice young fellow

With the "Nearsilk" umbrella,

That I met at Siegel-Cooper's upon the Avenoo.

Mr. Little Schoolmaster, I hold that this is one of the most important discoveries made since the North Pole was found.

GEORGE C. AVRES.

COULDN'T HOPE TO GET ALONG  
WITHOUT IT.

STAFFORD ADVERTISING AGENCY.  
PROVIDENCE, R. I., Sept. 9, 1909.  
*Editor of PRINTERS' INK:*

Here is \$5.00 to renew my subscription for the next three years.

I can't imagine how I could ever hope to get along without PRINTERS' INK, and I don't intend to do any experimenting at this late day.

When PRINTERS' INK was very young I remember how much I enjoyed going to the post-office with my father on Sunday morning to get what I called "that little funny paper."

I have forgotten what appealed to me at that time, but I think it is very likely it contained jokes or pictures that I could appreciate.

Now it gives the distinction of being about the only publication that I read from cover to cover.

H. E. STAFFORD.

Offices have been opened in Chicago by the Promotion Bureau of the Associated Billposters of the United States and Canada. It is the purpose of this bureau to centralize and push the work of the "More Business" Committee in the way of promoting poster advertising. The bureau is designed to be a strong aid to both the national advertiser and the billposter.

Decided advancement has been made in poster advertising, it being now recognized as an important factor in the advertising field. A uniform system has been developed by the Associated Billposters that secures efficient and effective service.

OBJECTS TO CRITICISM.

THE GUARDIAN SAVINGS AND TRUST CO.  
CLEVELAND, O., Aug. 18, 1909.  
*Editor of PRINTERS' INK:*

In PRINTERS' INK of July 7th I find a criticism upon an advertisement of the Northwestern Railroad. While I am not a railroad man, yet observation should teach all of us a great deal.

The ad is criticised because the engine in the cut is on the wrong track. It is on the "right" track, even though it is on the left. The Northwestern is one of the big railroad companies where they have "left-handed" trains. When this criticism was made the Lake Shore Railroad trains were also "left-handed," but they have since been changed.

The criticism also states that the engine is about to hurl itself into a sand hill in the near distance. As we are not able to see around the corner, and railroad tracks usually follow the valley, there are some things which we have to take for granted. Therefore, it goes without saying that this track evidently must run around the hill instead of up against it and stop.

It seems advisable when criticising an advertisement that the critic should be just as familiar with the thing advertised as the man who wrote the copy, in order that a correct and intelligent criticism be made. Therefore, it does seem to me that the criticism referred to is wrong.

F. D. CONNER,



Now and then an advertiser erroneously attempts to localize the SATURDAY GLOBE, taking it for granted that because it is published from UTICA, N. Y., it covers only that city and immediate territory. Its circulation is general, but heaviest in interior New York, New England, and adjacent states. Thousands of towns and villages in this section are reached each week by the



Over twenty-eight years ago the publishers of the SATURDAY GLOBE began the making of the newspaper which to-day finds a hearty welcome in more than 140,000 homes in this prosperous and responsive section of the country.

A newspaper's reputation, its standing, the esteem in which it is held by its readers, has much to do with its value as an advertising medium.

Judge the SATURDAY GLOBE by the following standards:

Its 140,000 clean, paid circulation; the earnest loyalty which it gives to and has received from its readers for many years; the extremely good territory in which its circulation is greatest. You must see that its columns offer an extraordinary opportunity for profitable publicity.

Let us lay the facts and figures before you.

SMITH & BUDD CO.

Advertising Representatives.

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.



**You simply can't find a bigger advertising opportunity than is presented by the Pacific Northwest these days. The people are here and the wealth is here, and all through this great region there is an eager demand for all the necessities, comforts and luxuries of life. The**

# SEATTLE TIMES

is the dominant newspaper in the Pacific Northwest. Throughout the State of Washington, Western Idaho, Western Montana and the border counties of Oregon the Times circulates, covering the field completely.

Note these circulation averages of the Times for the month of August.

**Daily . . . . . 65,355**

**Sunday . . . . . 81,582**

During August the Times carried 1,041,488 lines of paid advertising, a *gain* of 239,246 lines over the same month of last year.

The above figures *prove* (1) that the people of the Northwest read the TIMES and (2) that advertisers use the TIMES. Fact is, no advertiser can cover the Northwest without using the TIMES.

**THE S. C. BECKWITH SPECIAL AGENCY**

**Sole Foreign Representatives**

**Tribune Building  
NEW YORK**

**Tribune Building  
CHICAGO**



## NEWSPAPER "INFORMATION BUREAU'S" THAT DON'T "INFORM."

NEW YORK "MAIL" AND "GLOBE"  
APARTMENT HOUSE INFORMATION  
BUREAUS AN EXAMPLE OF INEFFECTIVENESS—BAD EFFECT OF DISAPPOINTING NEWSPAPER SERVICE ON PUBLIC.

Newspaper progressiveness is something to be praised whenever it appears. That sort of newspaper progressiveness which makes a great noise and then fails to deliver the goods is an enemy of all those who are seeking to build up stronger confidence in newspapers.

Information Bureaus of one kind or another have been some of the most interesting and valuable of all the newspapers' special efforts to serve the public. The newspaper is the natural central source of information to which the public naturally turns for an inexhaustible variety of information. Those newspapers which have recognized this and established information bureaus have immediately raised themselves in the estimation of the public.

But a mere announcing in large display type and much self laudation that a "Bureau of Information" has been started is by no means the end of the job. It is the merest beginning, and unless it is carried out to the end the "Bureau" becomes a joke and a sell.

It seems a shame that the public's expectations should be flouted and fooled by information bureaus that do not inform, and by promises which sound big and progressive, but which are carried out half-heartedly and on a dirt-cheap basis. Confidence in newspapers in general is undermined.

The accompanying illustrations show two large display ads published by the New York Evening Mail and the New York Globe. The Globe promises "weary footsteps saved" and "information about hundreds of apartments." The Mail says, "You can save time, worry and expense through this department," and asks that

the section of the city, the number of rooms and the rent paid should be specified when applying.

Taking advantage of this with perfectly sincere intentions, a well-known New York man (whose name will be supplied to anyone interested) recently applied to the New York Mail information bureau, specifying a furnished apartment of six rooms, between Seventieth and Ninetieth streets, on the West Side of New York City. The following reply was received:

NEW YORK MAIL.  
NEW YORK, Aug. 28.

Dear Sir:

Referring to your inquiry of to-day, we regret to state that we have no furnished apartments. Regretting our inability to serve you, we are,

THE EVENING MAIL.

This did not look very much like "saving time, worry and expense" in search for apartment

## Apartment House Agents and Owners:--

Are you taking advantage of the co-operative plan of *The Evening Mail's Apartment House Information Bureau*?

It puts you in direct touch with a large number of desirable people who are looking for high-class apartments.

Write to-day for particulars.

### TO THE PUBLIC:

If you are looking for a high-class apartment save time, worry and expense by mailing a card to

The Evening Mail  
Apartment House  
Information Bureau

203 Broadway, New York City.

State section of the city you wish to live in, the number of rooms you require and the rent you want to pay.

### THE "MAIL'S" INVITATION.

houses—it looked suspiciously like adding to it; but the New York man hopefully turned to the New York Globe Apartment House Information Bureau. It amazed him to think that in all the large

section referred to, no information could be had of an apartment. The *Globe* ad had been even more alluring. Not depending on a letter, a personal visit was made to this information bureau. A perturbed young lady scratched around among some papers for some time, and finally announced that the Bureau had information of a beautiful apartment house in just the section desired at \$125.00 a month, but—and here the young lady smiled sorrowfully and a little perplexedly—"we have lost the address!"

After this delicious episode, the New York man decided not to accept any more New York newspaper information-bureau invitations to "save time, worry and expense" looking up apartments, but immediately resorted to the

out information with no expense to themselves and at considerably more service to the public than at present.

Quite obviously it is the sole purpose of both the *Globe* and the *Mail* to do more talking about their Information Bureaus than to render service—the talking being evidently addressed in large part to the Apartment House advertisers rather than to the public.

In this kind of shrewd play to get advertising and in this kind of happy-go-lucky service to the public, both of these New York papers are typical of others which are supposed to stand for progressive methods and are sometimes pointed out as examples to the so-called unprogressive newspapers. Nevertheless, they are far less progressive than some of the newspapers which maintain rigid standards of sincere service to readers, but who are not yet trained in all the modern tricks of "shrewd" advertising-getting.

It is a strange commentary upon the great New York newspapers that it should be the small-fry newspapers which take up such a good idea as an information bureau, however they murder it in taking it up. It is a pity that in

## If You Are Looking For An Apartment

You can save yourself many  
weary footsteps by first visiting

**The Globe**

### APARTMENT HOUSE INFORMATION BUREAU

Room 904, Marlboro Building  
Cor. Broadway & 34th St.

You will find here floor plans and other valuable information about hundreds of apartments in this city. A visit to this Bureau will enable you to minimize your "house hunting" and confine your search to the houses that contain the kind of apartments you desire.

#### No Charge for Our Services.

#### TO PERSONS RESIDING OUT OF TOWN

We will mail lists and floor plans of houses that contain the kind of apartments wanted. Simply let us know in what section of the city you desire to live, the number of rooms you require, and the rent you wish to pay. Express postage.

#### OWNERS AND AGENTS OF HOUSES

are invited to send to the Bureau lists of one or four plans of their apartments, the rents for the same and such other data as will enable us to give our patrons valuable information.

#### THE "GLOBE'S" ANNOUNCEMENT.

good old-fashioned way of looking over the columns of the *World* and *Herald*, where he got all the information he wanted at the glance of an eye, and at the cost of 4 cents.

If only the New York *Mail* or the *Globe* were bright enough to keep at their elbow the current issues of the New York *Herald*, with its vast amount of apartment house information, they could give

60 West 88th.—Handsome furnished Apartment; seven rooms, bath, sunny rooms; running water in bedrooms; piano, silver, linen, steam, hot water; reduced neighborhood; immediate possession; would sell. **GAGNEE.**  
69TH, 225 West.—Attractive two room kitchenette, shower bath; furnished. Apartment 44, Roosevelt Court.  
80TH ST., West.—Modern eight room, newly furnished; references. Phone, 6989—Silver.  
88D, 75 West.—Cosy hotellike four room Apartment; piano; private house block; \$50. **LAPHAM.**  
84TH, 154 West.—Sitting room, bedroom, kitchen; steam; silver, linen, china: \$8.50 week. **REED.**  
90TH, 123 West.—Cosy six light rooms, bath, housekeeping; private hall; phone. **ENGELKE**

#### A BUNCH OF "HERALD" APARTMENT ADS GIVING THE DESIRED INFORMATION.

the great city of New York newspapers are so slow to provide real service in such popular public service as information bureaus.

The Chicago *Examiner* has a very efficient information bureau covering every subject. About the time of the day when the big baseball games are over the *Examiner*

office is so literally flooded with requests for information about the scores, that recently a new and unique type of telephone switchboard was established, which allows an operator to fill up a whole section of inquirers and then repeat the score once to all of them—a hundred or more at a time.

The Philadelphia *North American* information bureau has become a part of Philadelphia's standard equipment, and a few other really big and efficient newspapers in various parts of the country are giving the public real information-bureau service.

PRINTERS' INK points out the two New York examples of flagrant inefficiency merely to sound a warning note against the tendency to brag about newspaper service without fulfilling promises.

#### FRIENDS OF BENZOATE OF SODA NOW ADVERTISING.

A new chapter was added to the Pure Food fight by starting an advertising campaign, using considerable space over the signature of "The National Association for the Promotion of Public Health." This article was written by Hugh O'Neil, and entitled "Truth About Benzoate of Soda." It is evi-

### The Truth About Benzoate of Soda

President Remsen, of Johns Hopkins University, after reading the following editorial in the *DENVER POST* of August 23, declared it to be the most accurate and clear exposition of the entire benzoate of soda situation he had ever seen in print:

A NEEDLESS SCARE

The Fallacies of the "Poison Squad"—The *POST* suggests an experiment in "making over" U. S. Food Material.

(By FRED CHAM, Editorial Writer)

As many people have been needlessly scared by those groggy and clever advertising about the danger of benzoate of soda as a food preservative, the *POST* publishes the following authoritative statement for food businessmen, and suggests an experiment by the conversion of food and dairy commodities, that should be enlightening to the public and to some, at least, of the commission.

Small quantities (one to one thousand) of benzoate of soda are used as a food preservative, and the *POST* publishes the following authoritative statement for food businessmen, and suggests an experiment by the conversion of food and dairy commodities, that should be enlightening to the public and to some, at least, of the commission.

Benzoate of soda is better than vinegar and essential oils as a preservative, because vinegar and essential oils can be used in the "making over" of defective and decaying fruits and vegetables, while benzoate of soda can be put to no such use. And the fact against benzoate of soda is that made by firms said to be suspected of "making over" inferior material, with diluted vinegar, and by one Federal official (maneuvered by the own liquor).

dent that on both sides advertising is now the chief weapon of defense, and that the problem of the use of benzoate of soda as a preservative, having been scraped through the courts and special commissions, has now been put up to the court of last resort, the people. It is quite probable that it will take considerable space over the new advertiser's signature to offset the advantage which Heinz and others have gained.

## Worcester Mass.

Population 120,000. Second largest city in the State. Always a great market-place for all kinds of merchandise.

Almost every traveling Salesman will tell you that WORCESTER is "ONE OF HIS BEST NEW ENGLAND TOWNS!"

## The Worcester Gazette

has the Largest Evening Circulation ever attained by any paper published in Worcester or Central or Western Massachusetts.

### The Greatest Circulation GAINS

The GAZETTE, in the past few years, has more than doubled its circulation.

### The Greatest Advertising GAINS

The GAZETTE—an evening paper, clean in its reading columns and in its advertising columns, is distinctly

## The "Home Paper"

of Worcester and  
PAYS Advertisers BEST!

JULIUS MATHEWS, Representative.

## UNIQUE USES OF NEWS-PAPER PAGE ADS.

NATIONAL ADVERTISER PAYS FOR SPACE IN DEPARTMENT-STORE AD, TO GET PAGE EFFECT—PHILANTHROPIST ADVERTISES PUBLIC GIFT.

The general tendency in advertising toward large space has made many general advertisers anxious for more dominating position, especially in newspapers. Where a general newspaper campaign has been found too expensive to cover all the territory desired, a new and unique method has been resorted to by Derma Viva, a skin lotion, in department-store advertising.

Shrewdly realizing that department stores might appreciate the mutual advantage of larger space, at less or equal cost, it made a

jacent display. It also has the local credit for being progressive in the use of so much display, and the profits from the sale of Derma Viva. Henry Y. Offutt, advertising manager of the store, writes:

MILWAUKEE, Aug. 22, 1909.

Editor of PRINTERS' INK:

Knowing that you are ever particularly interested in ads that "pull" I submit one that's rather novel, yet productive of the best three days' sales in the history of special toilet and drug sales that we have conducted the past eighteen months.

Mr. Hansen, president of the Derma Viva Company, walked into my office last week and remarked, "Get me up a full page 'Derma Viva' ad. Reserve for your use 500 to 800 lines and charge the entire space to the Derma Viva Company." The result was that we put about 450 lines of space to the best service in behalf of Derma Viva. It did pull, and the combination crowded our toilet section for three days to the full satisfaction of every one concerned.

We are never without PRINTERS' INK. This house subscribes for several copies to the mutual advantage of advertising and department managers.

HENRY Y. OFFUTT.

\* \* \*

In Canada, where advertising is being appreciated more and more, a unique page ad was recently published in Toronto papers, telling the public what a philanthropist desired to do for the city. Full, businesslike details in clear, straightforward language are

proposition to a number of department stores to pay for page space if the central position and display was granted them.

The result of this is shown in the accompanying ad from the Milwaukee *Sentinel*, for Espenhain's department store. Derma Viva has what is in effect a page ad, while Espenhain's has a quite considerable space for detailed bargains, made prominent by the ad-

given, with the result that public opinion has been at once aroused to a favorable point.

Possibly if more people and

business firms desiring action from councils and public bodies would take the newspaper advertising method of applying for what they want, and bring public opinion to their side, there would not be so much money spent "fixing" public officials. There is no method of winning what you want so excellent as the method of getting up and saying what you want in your own words. The Toronto philanthropist might have willingly had interview space free from news-



A BIG SALES ANNOUNCEMENT ON LABOR DAY.

papers; but he preferred to say it in his own way and pay for it, so that all might see that he was acting independently and using no influence.

Another unique example of the use of a page newspaper ad is shown in the Hahne & Co. department-store ad in the Orange, N. J., *Chronicle*. This ad is exceptional because it appeared on Labor Day, when not another store was advertising, and when it is generally presumed it is foolish to advertise. The ad itself is a unique thing, both in layout and in conception and copy. The ad occupied two pages, one of which is shown here. The advertising manager is to be congratulated on his courage in breaking precedent.

**T**HE *October* issue of THE AMERICAN MAGAZINE (out September 21st), contains 152 pages of reading matter and 167 pages of advertising—making a 320-page book, the largest we have ever issued, and one of the largest magazines ever issued by any publisher.

This is a gain of 55 per cent in advertising over October, '08, and a gain of 30 per cent over any previous issue. It is the response of the leading national advertisers of the country to the great opportunity given by the greatly enlarged and enriched magazine.

# The American Magazine

has the right public. Add your advertising to it and you will add to your business the good will and patronage of a tremendously important and loyal public.

The November issue offers a greater opportunity for the advertiser—to press October first. *Send copy early.*

**The Phillips Publishing  
Company**

341 Fifth Ave., New York  
153 La Salle St., Chicago

## Flips and Flings from a Cynic

"The sweet-tempered cynic is the balance on the scales between wit and reason"—Doctor Johnson

At last we have a treatise on the vital subject of Pie. The George G. Fox Company, of Boston, has just issued a neat booklet about their "Smax" pies. It is an excerpt written by Thomas Jay Hudson, Ph.D., LL.D., author of "Psychic Phenomena" and other works known to scholars. It is written to show how the villainous evils of psychological suggestion have operated against pie. And now advertising is going to remedy all that. It proudly disdains all association with "railroad pie," that mongrel of the pie family which has been sold at railway stations with the deliberate purpose of securing the left-overs for roadway ballast.

The cynic-in-chief, though slightly prejudiced, being a native of the pie belt, rejoices that at last someone has been found with learning enough and degrees enough to his name to do some modicum of justice to Pie. The pie belt owes everlasting gratitude to "Smax" and the Ernest J. Goulston Advertising Agency, Boston, which got up the booklet.

An advertising man, given the toast, "Sartorial Progress," at the banquet of the recent convention of the Tailors' National Association, spoke, says *Lippincott's*, somewhat as follows:

"I am glad that you clothiers who advertise nowadays print pictures of men's and boys' fashions. Thus you smarten up the country and tend to abolish the dreadful custom of cutting down dad's suit to boy's size. I remember how in the distant past my little brother rushed whimpering into the sitting-room one night.

"What's the matter?" I asked sympathetically.

"Oh," he murmured, 'pa's had his beard shaved off, and now I guess I've got to wear those old red whiskers!'"

The London *Advertising World* is about to lift up the advertising profession to dizzy heights by means of its boot-straps. It is going to cut up advertising into cubes and parallelograms and tabulate and label it into a science. It is inaugurating a competition for certificates of efficiency, granting diplomas and silver and bronze medals for those who take the best examinations on advertising knowledge. One thousand is the highest aggregate of marks, 667 being necessary to qualify for a diploma.

Oh, what a blessing that nobody is going to introduce this method in this country! We should have to rearrange the decimal system of marks so as to be able to mark some of them,—even those who now hold high places,—with .00015.

\* \* \*



THE GOLD DUST TWINS IN A "RECORD-HERALD" CARTOON

\* \* \*

What a perfectly terrible place South Dakota must be! The Kimball, S. D., *Graphic* says in its standing head that it is "the only strictly moral newspaper in South Dakota!"

## **I M P O R T A N T A N N O U N C E M E N T**

¶ The Promotion Bureau of the Associated Billposters of the United States and Canada have opened offices, Suite 600, First National Bank Building, Chicago.

¶ Inquiries from National Advertisers, Poster Printers and Billposters will be welcomed and will receive prompt attention.

¶ The executive services of an experienced advertising counsellor are required permanently. Correspondence will be treated confidentially. Address Promotion Bureau, Associated Billposters, Suite 600, First National Bank Building, Chicago.

*There are 57 varieties of advertising  
 them don't advertise, merely.*

## **The Kansas City Weekly**

carries more advertising than any similar newspaper in the world—a condition which  
 tises to a profit.

# **Harvest**

(OCTOBER 21, 1911)

**The Kansas City**

**250,000 Southwest Farmer**

**40c. a line**

Can you beat 6,250 loyal rural circulation for a penny a line? The  
 Number of The Kansas City Weekly Journal at 40c. a line.

**The Southwest Farmer has**

**You've got the good**

**Here's the paying medium**

Send your copy and instructions for advertising in The Harvest Number

**The Kansas City**

ESTABLISHED 1880

**Kansas City,**

**HAND, KNOX &**

Publishers' Representatives

**NEW YORK**  
 Brunswick Building

**CHICAGO**  
 Boyce Building



*advertising mediums, but 56 of  
se, merely cost you money.*

## **City Weekly Journal**

ld—a mission which emphasizes the fact that Weekly Journal advertising adver-

## **st Number**

OBER 21, 1909)

as **City Journal**

est **Farmer Circulation**

ic. a he flat

line? It's the advertising value you can buy when you use The Harvest

**Farmer has the money.**

e good

ring medium.

ne Harvest Number direct to

as **City Journal**

ESTABLISHED 1854

as **City, Mo.**

**VOX & COMPANY**

ners' Representatives

ST. LOUIS  
Victoria Building

KANSAS CITY  
Journal Building

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

STREET RAILWAYS  
ADVERTISING COMPANY

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
HUMBOLDT BANK BLDG.  
SAN FRANCISCO

## DEPARTMENT STORE PIANO SELLING BY MAIL.

NEWSPAPERS AND MAIL-ORDER PAPERS USED SUCCESSFULLY—PIANO SELLING CONDITIONS REQUIRING LOCAL ADVERTISING AS A REMEDY—WEEKLIES AND MAGAZINES TO BE USED THIS FALL.

By Omer F. Doud.

Only during the past few years have department stores sold pianos. John Wanamaker set the pace in Philadelphia and New York, so swift a pace, in fact, that the retail piano business in Philadelphia has never been the same. The big Wanamaker stores, stocked up with the highest grade instruments manufactured, advertised them liberally and soon became one of the biggest factors in the retail trade of Philadelphia.

In Chicago the department stores faced a different condition. Manufacturers of pianos, such as the Chickering, Steinway, Weber, Knabe, etc., had selling agents of their own, "exclusives," in the vernacular of the salesmen, and the department stores were neither desired nor needed.

When Rothschild & Co. decided to go into the retail piano business, they well understood that all the hammers in the business would be active and knocking, but they possessed almost unlimited financial means, one of the best advertising men in the country, unexcelled "display" space, and the name of Rothschild & Co. as a starter. In August, 1908, the campaign was begun.

A prominent Chicago advertising agency was called to make up a list of mail-order papers. About sixty publications were used, those that failed to materialize were dropped and others put on until

the present list comprises fifty-seven different publications, national monthlies and weeklies, daily newspapers, class periodicals and religious publications. The cost of this campaign was \$4,000 per month.

The retail stores put up a spirited opposition, as was expected, and as the cost of the "Meister" piano was but \$175, they had plenty of material. The trade press united in making things as uncomfortable as possible, derisively referring to the instrument as the "Shyster" piano, and other terms equally euphonious, with emphasis on the "phony." However, the damage, if any, was slight as the instrument was offered to the public rather than the piano dealer.

The following is a list of twenty-five of the most successful publications used: *Argosy*, the Chicago Sunday Bull Dog Examiner, *All Story*, *Woman's Magazine*, *Woman's World*, *Blade and Ledger*, *Grit*, *Mother's Magazine*, *Home Life*, *Woman's Home Companion*, *McCall's*. The Vickery Hill List, *Home Friend*, *National Home Journal*, *Housekeeper*, *Utica Saturday Globe*, *Household*, *People's Home Journal*, *Family Doctor*, *Today's Magazine*, *World's Events*, *People's Popular Monthly*, *Paris Modes*, *Sovereign Visitor* and *Popular Electricity*.

A glance at the accompanying copy and the above list of papers will show food for argument on the much-mooted question of "quality" circulation. It is noticeable that *Harper's Bazar*, *The Ladies' Home Journal*, *Collier's*, *The Saturday Evening Post*, *Scribner's*, etc., etc., were omitted. It is also noticeable that *The Sunday Bull Dog Examiner* is given credit for producing more business than any two

3 Years to Pay  
for the celebrated

## Meister PIANO



The best value—\$175  
\$1 Weekly or \$5 a Month  
No cash payment down. No interest.  
No freight charges. No extra.

**30 Days Free Trial**

In Your Own Home  
and We Pay the Freight

We want you to sample this value for a month, to examine our claim. It is the best value in the world. You can return it for a full refund of your money. No interest. No cash payment down. No freight charges. No extra. We don't want a cent from you until you are satisfied. If you don't want the piano we will send for it. We carry the Meister Piano Co. outright, and instead of paying \$15 to \$25 commission to agents, we sell direct from factory to you. Send for the Meister money. It's FREE. It's complete and in beautiful cases. A post card will bring it.

ROTHSCHILD & COMPANY,  
207 State Street, Chicago, Ill.

of all the above-mentioned papers.

The "Meister" piano is a \$175 instrument, sold on time payments, nothing "down" and \$1.00 a week. Hence it will be seen that the "Meister" is intended for the home of modest means, is sanely advertised as "the best \$175 piano in the world," and in a class of papers that reaches exactly the character of people desired. The success of this campaign has been little short of phenomenal, as high as thirty orders being received in a single day. In the fall, *Collier's*, the Curtis publications and others of a similar character, will be added to the above list, but the original list will be retained.

The same copy has been used in all publications almost without variations. The seven-inch, single-column copy has been found universally successful, and, by the way, is more or less of an innovation in piano advertising. The picture of polished gentlemen, sitting in a beautiful parlor about a glistening three-legged "concert grand" while an exquisitely beautiful young woman, becomingly attired, plays and sings, is conspicuously absent. The copy is strongly written, directly to the point and convincing. The "thirty days' free trial" clause has tempted many country piano salesmen to make a final effort, and, it must be said, with occasional success. It is no difficult feat to keep oneself informed when a new piano arrives in a small country town and to whom it is consigned, and after one has tried for ten years to make a sale to old Mrs. Brown, certainly it is worth a last desperate attempt when finally she succumbs to the Chicago department stores and decides to put one in "on trial."

The success of Rothschild & Co. is made doubly notable by the fact that it is practically the first real success made in selling pianos by mail. It has been tried repeatedly, but the lack of direct results, so evident in this case, was charged up to "general publicity" and the appropriation curtailed. Trade conditions and Sears, Roebuck & Co. have made

it practically impossible to conduct a satisfactory "selling-by-mail" campaign. The retail piano dealer will handle from ten to thirty different makes, yielding him a varying scale of profits depending upon his price from the manufacturer. He is almost certain to carry two or three cheap lines which he will sell in preference to one that does not give him so large a profit. When a number of names of prospective purchasers in his vicinity are turned over to him for follow-up purposes, history has shown that in nine out of ten cases he will sell almost anything but the instrument asked for, and which the maker has advertised for their mutual benefit. Most manufacturers, after contracting with a country agent to give him the exclusive selling rights in his particular town, will arrange to stand a part of the expense of advertising. This has been found more universally successful than any other method. The big mail-order houses of Sears, Roebuck & Co. and Montgomery, Ward & Co. are, of course, in a class of their own.

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The Lewis Publishing Company announces several new features in the makeup and dress of the *Woman's Magazine*. Beginning with the October number it will contain fifty-six pages, the inside or body pages of which will be printed on sixty-pound paper with an eighty-pound cover. From ten to twenty pages every issue hereafter will be devoted to the fashion department, and the latest modes will be shown on fashion plates printed in colors. The October number will have an extra sample copy circulation of 100,000 copies.

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The Bohemian Publishing Company, publisher of the *Bohemian* magazine, has been incorporated at \$225,000 by F. Krog, W. W. Smith and G. C. Atkins, New York.

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The National Allied Tobacco Trades' Association was formed in Chicago September 1st, to conduct a campaign against anti-tobacco activity. Its purpose will be to educate the consumer in the use of tobacco. The association will work through the retailer, and will endeavor to enlist physicians and scientists in the cause. Edward C. Berriman, of Chicago, was elected president, and Phil A. Grau secretary.

# BOSTON "TRAVELER" REPORTS MIMIC WAR WITH BALLOON.

The Boston *Traveler* scored a great hit in reporting the war manœuvres on Cape Cod this week, by employing a large balloon for the purpose of taking observations of the movements of the troops. So far as known this is the first time any newspaper in the world has utilized this method of covering warfare, either real or experimental.

The experiments made by the *Traveler* clearly show that without doubt it will be possible for newspapers to utilize balloons in reporting warfare in the future, provided the weather conditions are favorable. A balloon can be anchored and sent up some distance from the enemy and there used for observation purposes, as has been frequently done in the war manœuvres in Europe. Telegraphic communications can also be maintained with safety in the balloon while at anchor.

The St. Louis *Star* recently enjoyed an anniversary dinner and celebrated the trebling of its advertising patronage in the past twelve months. Hugh K. Taylor, general manager, officiated as toastmaster, and E. G. Lewis, president of the company, expressed his appreciation of the *Star's* progress. Incidentally, he mentioned that the Lewis Publishing Company now has 1,100 persons in its employ, with an annual payroll of over a million. It was decided to make the dinner an annual affair.

# TAFT'S WESTERN VISIT TO ADVERTISE APPLES.

A. E. Clayden, New York, now represents the *Daily News*, of Grand Junction, Colo., in the East. The National Advertising Agency, of Denver, handles the paper's Western business. The *News*, by the way, plans a "Red Apple Special" edition for September 21st-25th, when Taft will visit that section. The entire apple section is making Taft's visit a big opportunity to advertise the apple, its greatest resource, to secure for it the same fame that the South secured for bouillabaisse.

# "PRINTERS' INK" ADVERTISING KANSAS' BEST BOOST.

THE CAPPER PUBLICATIONS.

TOPEKA, KAN., Sept. 7, 1909.

Editor of PRINTERS' INK:

I have already seen the editorial comment in *Life* which you have sent me. It is great stuff for Kansas. I hear from many sources that our advertising in PRINTERS' INK has done more to get Kansas before the world than any other publicity campaign that has ever been put out.

ARTHUR CAPPER.

*Benziger's* magazine, one of the oldest of the Catholic religious papers, now guarantees 75,000 circulation. It is gaining advertising patronage rapidly.

# 200,000

circulation and over guaranteed beginning with the issue of October 7th of LESLIE'S WEEKLY, and growing steadily, rapidly and surely week after week.

# RATE, 75 CENTS A LINE

This is a bargain rate—the same to all advertisers.

Do you know of a better or safer "buy" in the advertising field to-day? We don't, and many of the big advertisers and advertising agencies—constant users of LESLIE'S—agree with us.

# OVER 200,000 CIRCULATION

AT 75 CENTS A LINE

You could scarcely lose on that proposition anywhere. Certainly not with class circulation that LESLIE'S WEEKLY offers

For further information, write to the Advertising Department of the

# LESLIE-JUDGE COMPANY

225 Fifth Avenue

NEW YORK

## Kicks and Halfpence

"As one goes from John o' Groats to Land's End one gets more kicks than halfpence."—Old Saying.

By Earnest Elmo Calkins

To criticise any advertising until you know all the facts is frequently brash. Some advertising is good and some is bad, but one cannot always tell the bad from the good by its personal appearance any more easily than one can tell by looking at a toad how far it can jump.

Good advertising is advertising that sells goods. Bad advertising is advertising that gratifies the whims of the advertiser. It may sell goods, but the chances are that it advertises personal vanity. Don't forget, however, that even really bad advertising has some advertising effect. If enough money is spent on it and it appears in enough places and the goods themselves are right, it will sell some goods. A better sort of advertising—that is, advertising that is more close to real selling talk—would sell the same amount of goods for less money or a greater amount for the same money.

It all seems to depend on whether the advertiser is anxious to shine as an advertising expert, or go down to posterity remembered as a shrewd manufacturer.

Some manufacturers are admiring their ads and criticising their sales, who should be criticising their ads and admiring their sales.

\* \* \*

Almost any so-called advertising expert will find fault with the advertising done for Mennen's Talcum, Cream of Wheat, Kellogg's Corn Flakes, Postum Cereal and Baker's Chocolate. The defense of those interested always is that the advertising is selling the goods. But the natural query is, how much advertising is selling how much goods? Each of these accounts is large, ranging, as near as one can guess by outside figures, from three hundred to six hundred thousand dollars a year. This amount of money spent on any

advertising that at least makes clear the name of the product is bound to have some effect. The old-fashioned advertising of our grandfathers, advertising which simply kept the name before the public, sold some goods. The constant repetition of the name has selling power, but it is a very weak and pitiful selling power. So it takes a great many more hundred thousand dollars to accomplish that end than it would if every word and every ad were forcibly directed toward the one point of making the reader want the goods.

\* \* \*

It usually comes back to the advertiser who wants his own particular kind of advertising—the unwillingness to hire an advertising man who will interfere with his pet hobby, or, having hired such a man, the unwillingness to let him carry out his own ideas.

Advertising is an intangible thing. It is hard to define it. All the talk about Dr. Eliot's five feet of books is just as good advertising as if *Collier's* paid for it. The impulse which makes Percy Williams offer Dr. Cook a four-thousand-dollar-a-week engagement in vaudeville, and Frederic Thompson a two-hundred-and-fifty-thousand-dollar engagement on the lecture platform, is advertising. The day before Dr. Cook discovered the North Pole he was not worth a dollar, either as a headliner or a lyceum star. Over night a million dollars' worth of advertising had been expended on this one man—the kind of advertising that would make everyone intensely eager to hear him and see him. The man has not changed in any respect. It is advertising that has made his personality valuable. This is the most marvelous instance in recent years of the instant capitalization of a name by publicity. The

fact that Cook's success is disputed by Peary enhances the value of each. The controversy will keep the story on the front pages longer than otherwise.

But great as the publicity now surrounding Dr. Cook's name, in a surprisingly short time the value will all have disappeared. Should he prove to be a good writer or talker, he will last a season or two, his book will be a best seller, but unless an equal amount of advertising be done from time to time, he will finally drop out of sight. So with all stunts in advertising. No article can travel forever on a single outburst of publicity.

That is why the tortoise so often surpasses the hare, why the quiet, unexciting ad in the corner continues to sell goods long after Sunny Jim, Phoebe Snow and Spotless Town are forgotten.

That is why the advertiser's idea of publicity does not always jibe with the advertising man's. When the advertiser says, "Give me something original," he usually means, "Give me an imitation of Rogers-Peet."

For months and months to come the advertisers of this country are going to try and hitch their little wagons to the lime-light star of Dr. Cook and Commander Peary.

They are going to yearn vainly after this great flood of free publicity going to waste, and cudgel their brains to get the advantage of a similar big free ad until we are sorry that the Pole has been found.

The Herbert Kaufman & Handy Company has secured the services of James H. Ward as space buyer. Mr. Ward has handled and placed some of the largest and most successful advertising campaigns in the country, including Anheuser-Busch and Price Baking Powder Company, and has been connected and served the largest agencies in capacity as space buyer.

The name of the Edmund Bartlett Company, advertising agents, 29-31 East Twenty-second street, New York, has been changed to the Bartlett-Wales Company. The change is one of name only, as the firm consists, as before, of Edmund Bartlett, who founded the concern seven years ago, and James Albert Wales, formerly of Morris & Wales, Philadelphia.

# The Toledo Daily Blade

Has a

## Larger Circulation

than any 2 cent newspaper in Northwestern Ohio

THE BLADE carries

## More Advertising

than any evening newspaper in Ohio outside of Cleveland

PAUL BLOCK, Inc.

Managers of Foreign Advertising  
New York Boston Chicago

## Mr. Would-be Publisher

### Relieve yourself of the "dead weight."

If you have a subscription list which you are carrying, merely to fulfil your obligations to your readers, sell it to us. We are in the market for the lists of "near dead" periodicals.

## THE PROGRESS CO.

Publishers of  
THE PROGRESS MAGAZINE  
AND OPPORTUNITY  
CHICAGO, ILLINOIS

I want to buy an  
**ADVERTISING  
AGENCY**

that has the recog-  
nition of the Quoin  
Club and the A. N.  
P. A. Will pay  
cash. Write for  
interview. Address,  
"M. F. L.," New  
England Office of  
Printers' Ink.

## They're Wrong

A city directory is accurate for about a month after publication. As people move it becomes more inaccurate.

Newspaper directories six months old are not now accurate as regards Utica. A steady rise since last October to the sworn August daily average of 17,083 has changed things some in

**UTICA, N. Y.**

**The Utica Observer**  
**August Average, 17,083**

**"PRINTERS' INK" FIRST SUG-  
GESTED MEN'S MAGA-  
ZINE IDEA.**

NEW YORK, Sept. 7, 1909.

*Editor of PRINTERS' INK:*

You folks at PRINTERS' INK have not made one solitary claim, so far as I know, to a feather for your cap which belongs to you.

I refer to the fact that you suggested the possibilities in the publication of a man's fashion or clothes magazine. In your issue of July 29, 1908, there was a small contribution distinctly suggesting such a magazine, and asking why there was none.

Since then two such magazines have appeared—the *Gentleman's Journal* and *Men's Wear*—and there are several smaller ones, I believe.

I mention this because I think you should have the credit.

H. C. WERHEIM.

Further proof of the growing popularity of color in advertising is furnished by the ad printed entirely in red for the Atlantic Coast List in the issue of PRINTERS' INK for September 1st. The Atlantic Coast List received so many requests for the booklet which the entirely red ad mentioned that President Beals has ordered a number of other insertions of the same ad.

The Aseptic Chemical Company, of Chicago, has placed its advertising contract for proprietary medicines with the Ben Leven-Nichols Advertising Company, Chicago-New York. The initial campaign will be inaugurated in Chicago, but in time it is planned to extend the publicity throughout the West and East.

New England newspapers are receiving contracts for the advertising of Kickapoo Indian Remedies. The goods are being introduced in a large number of towns and the papers in each town carry the advertising. The contracts for the business are placed by the N. P. Gould Agency, of New York.

The Regal Shoe Company, Whitman, Mass., is making plans for next season's advertising. In addition to a list of general publications street cars are to be used. The account is handled by Biggs, Young & Shone, of New York.

The Walter C. Lewis Company, Equitable Building, Boston, is placing contracts for Walker & Pratt, manufacturers of Crawford Ranges.

## Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.



For the Attention of Your Space-Buyer  
1847—SIXTY-TWO YEARS OF PROGRESS—1909

# The Evening Wisconsin

*Milwaukee's Leading Home Paper*

**S**OME OF THE REASONS why you should include this paper in your advertising appropriations for 1910—if you wish to receive profitable returns:

Its average daily circulation is over 40,000 copies.

It not only thoroughly covers the City of Milwaukee and all the surrounding suburbs, but it goes to over 1,000 other towns in the State of Wisconsin.

It regularly carries the advertisements of every Leading Milwaukee Merchant—they have proved its value.

Since January 1st, 1909—eight months—it has carried over 8,000 columns of Display Advertising.

The fact that its columns are always clean and pure makes it fit for every home—makes it the "home paper"—the paper for the Advertiser.

If you intend to advertise in the  
great State of Wisconsin,  
use Wisconsin's Great Paper.

*John W. Campsie,*  
BUSINESS MANAGER.

**THE EVENING WISCONSIN**  
**MILWAUKEE'S GREAT HOME PAPER**

*Chas. H. Eddy, FOREIGN REPRESENTATIVE,*

NEW YORK—6013 Metropolitan Bldg. CHICAGO—403 Marquette Bldg.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1882 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

President and Treasurer, J. D. HAMPTON. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. Advertising Manager, F. C. BLISS. OFFICE: 13 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by S. H. Benson, Ltd., Kingway Hall, London W. C., Editor, Thomas Russell. Subscription, English Edition, 1 year, 10s. 6 mo., 5s. Postage, 2s. 6d. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATTHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager.

St. Louis Office: Third National Bank Bldg. A. D. MCKINNEY, Manager, Tel Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

JESSE D. HAMPTON, Editor.

J. GEORGE FREDERICK, Managing Editor

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New York, September 15, 1909.

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## The Corporation Tax and Publicity

There is fear felt in many quarters that the new corporation tax law is going to open up the secret chambers of many business concerns and thus let out valuable business secrets.

Such fears are a little antiquated. It has been a number of years now that many of the largest corporations in the country, whose stocks are on the market, have opened their books very completely to the public. It is not noticeable that they have suffered through the use of any of their "secrets" by rivals.

The entire idea of secrecy in business, so far as records, methods used at any time past are concerned, is without foundation. There is sometimes logic in keeping future plans a secret, but it is distinctly to the advantage of every business concern to let all who care know what it is doing.

No wise business man to-day doubts that publicity is the best means of winning confidence. It is even true that where the publication of business facts would invite competition, it is good to invite it. There are plenty of examples in business where all competitors are prospering the more because each one is prospering more. There is a direct relation between competition, advertising and increasing consumption.

The long sight in business invariably leads to the conclusion that there is nothing to be lost by telling anything within reason that anyone desires to know. The ancientness of the other method is seen in the failure of the Pressed Steel Car Company, Pittsburg, with its high barbed fences and its secret methods, in drawing any sympathy. There is nothing alarming in the new corporation law except, perhaps, the unnecessary discrimination in favor of partnership firms.

## Stronger Newspaper Organization

A general cynicism has been prevalent for some years as to the *esprit-de-corps* of the newspapers in maintaining their advertising independence. Jokes have been made of the fact that once a year the publishers meet, swear eternal allegiance to the code of advertising agreements for mutual protection, and then, when the chicken and the demi-tasse have been hilariously washed down, go home to pursue the same old course of servility to devilishly shrewd advertisers and agencies.

There is growing evidence that considerable backbone is growing in newspaper advertising policies all over the country. Not only the patient efforts of the American Newspaper Publishers' Association, but efforts of state associations of publishers, have met with more success. Thus the Illinois Daily Newspaper Association, which made rather drastic resolutions at its convention last May, has been, according to reports, living fully up to its purpose to adhere to rates with no secret re-

bates, concessions, free space, or gratuities of any kind, an extra charge for special position, the elimination of objectionable phrases in medical advertisements, the designation of railroad time tables as advertising matter, declaration against personal attacks in advertising, a full knowledge of circulation furnished to advertisers, the elimination of the press agent, etc.

The resolutions adopted by this association, if uniformly adopted everywhere, would considerably advance newspaper advertising interests.

It undoubtedly has been more the fault of the deft thumb-screw methods of some advertising agents that the publishers have been abject so long. It was the only way they could get business. Constant proof of the value of organization in other lines of business is having its effect, and there is a large body of newspapers constantly growing, which is advancing newspaper advertising standards very admirably.

### **Newspaper Advertising Talks**

The newspapers throughout this country could do a great deal to advance advertising interests by publishing more matter, more *practical* matter, tending to turn the minds of the business men of that community toward advertising. There is scarcely a business man who does not read newspapers, and it is the natural mission of the newspaper to carry news of the interesting modern methods and principles of business.

The New York *Commercial*, for instance, early in September, began the publication of a column of "advertising agency notes," which at once became widely popular. Every day now there are interviews and talks by prominent advertisers on live advertising subjects, which are doing much to educate business men to appreciate the vital part which advertising plays in modern business.

It is of even more importance to give space to business-like

articles on advertising than to dilate upon minor and ordinary business matter, as many newspapers do. Both local and general advertising can be created by the right kind of effort on the part of newspapers.

### **Advertising and Its Re- lation to Economics**

Some weeks ago the New York *Evening Post* published a long editorial on the "philosophy" of advertising which was so mustily academic and naively ignorant of the real economic significance of advertising that its own somewhat academic readers rose up against it. A very interesting series of correspondence on the subject came in, and last week a very able diagnosis of advertising's place in the economy of affairs appeared from Contributor George H. Gibson.

It would greatly assist professors and students of economics who endeavor to analyze advertising to construct theory from practice and intelligent inquiry rather than from exterior observation. When Douglas Knoop, of the University of Manchester, England, reported on American business enterprise; when Prof. Veblen wrote his "Theory of Business Enterprise," and when various other writers on economics, including the multitude of "socialistic" economists, report on advertising, they can't see anything but economic waste in it!

There are more keen sociologists and practical economists in the advertising business than in many good college faculties; and what they could tell about advertising and economics would make the finest volumes printed on the subject.

Advertising, instead of being waste, is a striking economy in modern distribution. It is fairly simple to *make* merchandise; but to create demand for it, and inform the *entire* public of it, so that Alkali Pete in his Arizona ranch as well as Mrs. Astorbilt in a New York mansion can, from a monthly periodical catalogue of information about new goods of conveni-

ence or old goods of quality, select the fulfilment of their economic desires without restriction, is an economic service which is as socially valuable an invention as the telephone.

All the manifold modern conveniences and inventions would be known but to a very small number of people if the show window, the newspaper, the billboard, the magazine, etc., were not utilized in the vital task of distribution. Before the masses can appreciate better sanitation, more economical and healthier food, etc., as fast as it is invented, they must be *informed* and educated to desire it. In this great service advertising is the modern master.

But there is an additional economic value of advertising—it *lessens the risk of invested capital*, and so prevents waste. A manufacturer without an advertised trade-mark is always on the brink of complete annihilation by shifting conditions of market and competition. On the other hand, the manufacturer who has an advertised trade-mark and is creating and maintaining desire and demand by advertising, is securing himself and the community against waste and loss.

There is a great deal of very deep and most interesting economics in advertising which evidently has not yet had serious consideration.

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### **Advertising and Sectional Conditions**

Too few advertisers analyze their market carefully enough to discover the varying local factors. It is a mistake to assume that because telegraph and mail and national unity binds us so close together, that American people are everywhere the same.

Frank Van Camp told in last week's issue of PRINTERS' INK of how he has observed that in some sections people are more in the habit of spending money on clothes than on food, while in other sections conditions are reversed—sometimes within fifty miles distance. Similarly, he has

told of how Pacific Coast people who live outdoors very much are splendidly covered by outdoor advertising. It is probable that the newspaper habit varies in degree over the country; while it is certain that magazine reading does.

The prompt advantage taken of health conditions, epidemics, etc., by "C-N" Disinfectant, as told in this issue, hints at many similar efforts at improving on local conditions that might be made by concerns whose sales are affected by local factors. PRINTERS' INK will soon publish articles analyzing phases of local conditions that affect advertising.

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### **Breaking Advertising Precedents**

It is interesting to note elsewhere in this issue how an enterprising department store advertising manager in Orange, N. J., scotched the time-honored precedent of publishing no important advertising on a holiday, with successful results. The precedent has been violated by other advertisers frequently, but few department stores would have nerve to announce a large and very important sale on so popular a holiday as Labor Day.

The incident has a general lesson which has a wide application. There are plenty of very practical reasons why no advertising should be done on a holiday. But the very fact that so many followed the rule and refrained made an excellent opportunity for a pioneer to break it.

The unusual has its advertising value, and it is very well to break away from the herd occasionally and achieve the contrast which is one of the first principles of good advertising.

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The *Technical World* magazine announces the appointment of Robert H. Wood as eastern advertising manager.

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The Base Ball Magazine Company, Boston, announces the election of Roscoe F. Potts as treasurer and general manager

Read the five talks in *Printer's Ink*, issues of July 21

Aug. 18

Sept. 15

Oct. 20

Nov. 17

# Fall Festival, Richmond, Ind., October 6-7-8

Richmond holds its second annual Fall Festival in October. This particular form of boosting Richmond is unique, no other city has anything like it. Embodying all the good points of the County Fair, Street Fair, Carnival and Mardi Gras—it pleases all and offends none.

Last year over 30,000 people visited Richmond during the Fall Festival, all went home pleased and with a clearer idea of the magnitude of Richmond's industries and of the advantages of trading with Richmond merchants. This year fully 60,000 people are expected.

Some of the features are: A horse, stock, poultry, dog, fruit and grain show. An illuminated Automobile Parade. A mammoth Industrial Parade representing all the various business interests of Richmond. A big Producers Parade. A Fantastic Parade and Mardi Gras Feature. An Airship Flight. A magnificent display of Fire Works each night. A Grand Ball. A banquet, given to the newspaper editors of this vicinity, at which Governor Marshall and Senator Beveridge will be present. Beautiful decorations. Plenty of music and numerous other features. That's the way we do things in Richmond, "The Panic Proof City."

You as an advertiser will appreciate the value of such advertising to the town. The people all around Richmond feel friendly towards it. They are interested in it and buy their supplies of Richmond merchants. Being interested in the city and doing their trading here they naturally read its newspapers, not only for the news but for the store news.

Richmond Merchants' have found the Palladium and Sun-Telegram to be the most profitable medium in which to do their advertising. During last year the Palladium carried 11,980 inches more local advertising than any other Richmond paper and 4,982 inches more classified advertising than any competitor. These figures speak for themselves, the local display for merchant and the classified for the readers of the newspaper. During 1908 the Palladium carried 125 per cent. more classified lines than its nearest competitor; for the first 5 months of 1909 it carried 205 per cent. more and during the month of May 242 per cent. more. You will notice the steady gain showing the increasing popularity of the

**TALK  
THIRD**



Circulation the largest  
in the county.  
Over  
**5,400**  
net.

## Palladium and Sun-Telegram

Special Representatives

**Payne & Young**

750 Marquette Bldg., Chicago.

30 West 33rd St., New York.

## FUNNY THINGS THAT HAPPEN IN ADVERTISING.

The free list of PRINTERS' INK is microscopically small. But it contains the name of Edwin Eugene Small, now at a soldiers' home, for purely sentimental reasons. In replying to a letter consenting to continue the name, Mr. Small lilted into poetry:

### NOW LISTEN!!!!

I really think that PRINTERS' INK  
Is an interesting journal;  
It separates the chaff from wheat,  
And gives to us the kernal.

It tells us how to advertise,  
It tells us when and why,  
And if we really would be wise,  
Its rules we will apply.

Painful as it is to say it, PRINTERS' INK must announce that if any more such poetry is inflicted upon it, it will have to discontinue the free list altogether.

\* \* \*

You take chances when you rely upon the imagination or sense of humor of any people.

Some time ago a famous New York newspaper, which also maintains a syndicate, thought it ought to advertise its many scoops. An advertising agency accordingly got up suitable copy, which was to be run in the newspaper using the service immediately after any scoop. The imaginary scoop headlines in the matrices of these ads, put there to show the scheme in operation, were to be filled in with the current scoop. The matrices were sent out with the dummy scoop headlines—"War Cloud Bursts Over Europe."

It was supposed that the newspapers would all comprehend both from instructions and from general intelligence that this headline was purely imaginary, and was to be filled in with the real one, but at least one paper serenely printed the matrix as it was sent, and thereby announced to its readers the wonderfulness of the scoop it had just achieved—the news that all Europe was engaged in a terrible death struggle!

## If You Want

a system-bracing drink, a fatigue-relieving drink, an appetizing drink, a digestive drink, an absolutely delicious drink, then you want

## Underberg Boonekamp Bitters

Good before meals, after meals, in between meals. Just the thing for newspaper, magazine and advertising people who feel the need of a beneficial stimulant after exhausting brain-work.

### Enjoyable as a Cocktail and Better for You

At all Leading Hotels, Clubs and Restaurants, or by the bottle at Wine Merchants and Grocers. Ask for UNDERBERG, and be sure it's the *genuine*. Booklet free.

*Bottled only by H. Underberg Albrecht  
Rheinberg, Germany, since 1846*

**LUTYIES BROTHERS, Sole Agents, 204 William St., New York**

# Get Big Men Behind You

That was the doctrine of Andrew Carnegie. And that is the secret of every great business success.

If you have big possibilities get big men to fulfill them.

Get them in every department. But, above all, get big men in advertising — in selling your goods to the millions.

The big men are the money makers in all lines of salesmanship.

You know that is true of your road men, who meet but a few of your customers. Then how true must it be of your salesmen-in-print?

Why does one article dominate a field, and an equal one remain unknown?

Why does one advertiser win enormous success, and another in the same line utterly fail?

Nine times in ten the reason lies solely with the salesmen-in-print.

One employs capacity, one incapacity. One fights with cannons, the other with arrows. And the curious fact is that both pay the same price.

Successful advertising isn't an easy matter. The men who can do it are exceedingly rare, and they command the rare man's pay.

The only way to get them is to make a business of getting them—to seek and sift and develop. That is our business, and it has been for 36 years.

The only way to get their maximum service is to have

them work in corps. That is how our big men work.

A splendid example of what such men can do is this agency itself—the largest of its kind in existence.

These men are at your service, if you have a line which offers them a chance.

They are willing to prove by a test campaign that they can outsell any other men in the field.

They can do it every time, in every salable line. For they combine their abilities. And this is the ablest corps of advertising men in America.

We shall ask no contract, no commitment, no statement of what you will spend. All will depend on results.

We offer you this service—the service of big men—for the usual agent's commission; for the price of the commonplace.

Our plea is this: Whatever is worth doing is worth doing well.

These are days of giants' combats in the advertising field. The man who strikes with a puny stroke does himself an injustice.

If you believe in big men, and want to know how to prove our powers, ask us to state the way.

## LORD & THOMAS

Newspaper, Magazine and Outdoor  
ADVERTISING

Second National Bank Building  
Fifth Ave. and Twenty-eighth St., New York  
Trude Bldg., 67 Wabash Ave., Chicago

Address either office.  
They are equally equipped.



## Not too Late

to come in with the others. If you have overlooked the Walla Walla country in the Northwest, you can yet make a showing by arranging a campaign of advertising in the—

### Morning Union AND Evening Statesman

Walla Walla, Wash.

200 miles by nearest route from any other city nearly so large.

## Steel Mills Booming

Several new industries to locate here will make

## Chester, Pa.

a big thing on the map, industrially.

Do you want to reach this INDUSTRIAL CENTER with its 100,000 POPULATION among a thrifty and well-to-do class? If so, use the

## Chester Times

best local daily in the Keystone state.

**WALLACE & SPROUL,**  
Publishers

CHAS. R. LONG, Manager

F. R. NORTHRUP,  
New York and Chicago Representative.

## Business Going Out

The St. Clair Edwards Agency, Philadelphia, is asking New England papers for rates on a coal advertising campaign to be started about the middle of September.

H. E. Bucklen & Co., Chicago, are sending orders and copy out direct to Southern papers.

Thos. N. Walter is using 5,000 lines in Western papers, and pages in Eastern papers, through the Ben Leven-Nichols Agency, of Chicago.

The Quaker Oats Company, through Williams & Cunningham, of Chicago, is placing three inches once a week for twelve weeks in the Southwest and on the Pacific Coast.

The Kastor Agency, St. Louis, is placing 140 lines, four times, for the Camp Distilling Company.

Herbert Kaufman & Handy, Chicago, are sending out orders amounting to 200 inches, to Western papers, for the Great Western Cereal Company.

The Globe Pharmaceutical Company, now of Chicago, is sending out contracts for 5,000 lines to Southwestern papers through the Chicago office of Nelson Chesman.

The Hulley Agency, Pittsburg, is sending out general requests for rates.

The Chicago office of the Kastor Agency is sending Western papers orders for 225 lines, four times. The business is for the Coast Products Company, of San Francisco.

N. W. Ayer & Son, Philadelphia, are sending out ten inches, fifteen times, for the Elgin Watch Company. Papers in the South and West are getting the business.

F. C. Stewart, through Fuller, of Chicago, is using 14,000 lines on the Pacific Coast.

Richmond Advertising Agency, Inc., Richmond, Va., is placing half-pages in Southern dailies for the Chamber of Commerce of that city.

### BOSTON ITEMS.

In addition to considerable newspaper and agricultural advertising, Dr. Daniels' Remedies are being exploited in a few leading magazines. All this business is handled by the Ernest J. Goulsen Agency, 17 Milk street.

A new safety razor is being put on the market by the Leslie Mfg. Company, 12 Medford street, Boston. An extensive advertising campaign is to be



conducted in leading weekly and monthly publications. The account will be handled by the Nelson Chesman Agency, New York.

Additional contracts are being placed for the advertising of the *Youth's Companion* covering the months of October and November. All the contracts go through the Boston office of N. W. Ayer & Son.

The P. F. O'Keefe Agency is making plans for next year's advertising of the Colt Fire Arms Company, Hartford, Conn. A list will be made up shortly and contracts sent out to leading magazines.

The Lovett-Chandler Company, 6 Beacon street, is handling the appropriation for the advertising of *Sure-Lax*. At present the contracts are going to Boston papers, but later on outside territory will be taken up.

Additional papers in the West and Southwest are receiving contracts from the J. T. Wetherald Agency for the Sloan Liniment advertising. This season agricultural papers have been cut out and weekly and daily publications used. Papers throughout the country are being used, but the best territory for this advertising is in the Southwestern states.

Plans are being made by the Dr. True Company, Auburn, Me., to advertise True's Elixir the coming season. The appropriation is handled by S. A. Conover, of N. W. Ayer & Son, and the list will be decided within a few weeks.

The Ad-Writers Syndicate, 415 Board of Trade Building, is placing a few orders direct with the classified departments of magazines.

The advertising of Bridal Veil Flour and Niagara Falls Flour is being handled by Clarence Wilson, of the F. P. Shumway Company. Newspapers in territory where the goods are sold are receiving contracts.

The Flex Mfg. Company, 272 Franklin street, is asking for rates from general publications. They are planning to advertise several office specialties.

The well-known publishing house of Little, Brown & Co., is making plans for their fall and winter advertising. They use metropolitan dailies and magazines. The advertising is placed by the Morse International Agency, of New York. This concern has moved from its old quarters in Washington street and taken a new building at 34 Beacon street.

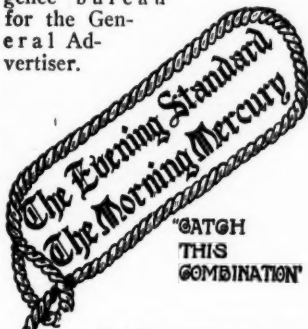
The Marvel Shoe Company, with offices on Summer street, is sending out several time orders to the classified departments of the larger general magazines. They are looking for agents in different sections of the country to open shoe parlors.

## GET A SURER AIM.

New Bedford is the Bullseye of New England's Boom. Are you aiming just right, or only shooting into space? Is too much depending on general results, and not enough directed to the Centres of Certainty?

What do you know about New Bedford—and what do you want to know?

Our office is an intelligence bureau for the General Advertiser.



It will be worth your while to look up any information that shows how to cover the southern section of New England with a limited appropriation.

Making matters of mutual benefit is the "Know-How" that advertising men like to learn. We can't tell it all here—but we'll tell some.

New Bedford is a city of 100,000.

New Bedford is the 5th largest in the state.

New Bedford is the 10th largest in New England.

The New Bedford population spends a million a week.

The price of our combined circulation (19,290) is 3c an agate line flat, r.o.p.; full position 4c.

We have more good things to tell you. Write to

E. V. ALLEY,  
Adv. Mgr. Standard and  
Mercury.

New Bedford, Mass.

The Bullard Mfg. & Sales Company is doing a little classified advertising on their arch instep support. This is a preliminary campaign to procure agents. A display campaign will go through later in the fall.

New copy is being sent out through the Humphrey Agency on the advertising of Plymouth Rock Squabs. They are continuing in the magazines, although at present they have all the business they can attend to.

The Boston office of the George Batten Company is using 112-line copy in general publications for the Consumers' Fish Company, Gloucester, Mass. This agency is also now handling the advertising of the Sturtevant Blower Company.

#### ST. LOUIS-KANSAS CITY NOTES.

The L. C. McLain Sanatorium is sending out orders through the St. Louis office of H. W. Kastor & Sons to high-grade magazines. Full-page copy is being used in the October number of magazines of standard size and smaller copy in magazines with large pages.

The Gardner Advertising Company, St. Louis, is sending out copy and orders to dailies in the South for the Frisco-Rock Island Lines. One hundred and twenty lines display is being ordered for eight and nine insertions during September.

H. W. Kastor & Sons' St. Louis office is placing orders in a few weekly editions of dailies in the Middle West for a try-out campaign on mail-order furniture for Goldman Bros., same city. One hundred-line display copy is being used.

The Cabinet Manufacturing Company, Quincy, Ill., has inaugurated a three months' campaign in standard magazines and high-grade weeklies for advertising the Walsh Window Tent. Orders for thirty-eight lines display are being sent out through H. W. Kastor & Sons' St. Louis office.

The Fels Distilling Company, Kansas City, Mo., has begun a mail-order whiskey campaign in a big list of dailies and weeklies of dailies published in the West and Southwest. Copy and orders for 210 and 120 lines display are going out through H. W. Kastor & Sons' Kansas City office.

The American Supply Company, St. Louis, is conducting a campaign in dailies and weeklies of dailies in the South for mail-order whiskey. One hundred-line display copy is being used. H. W. Kastor & Sons, St. Louis, are placing the advertising.

The Sheffield Gas Power Company, Kansas City, Mo., is using a list of agricultural papers published in the West and Northwest. Copy and orders for fifty-six lines to run in September issues are going out through the Kansas City office of H. W. Kastor & Sons.

You Can Cover the German American  
Southwest only through the

## *St. Louis Westliche Post*

EDWARD L. PRETORIUS, President and General Manager

BENJAMIN & KENTNOR COMPANY, Foreign Agents  
Boyce Building, Chicago 225 Fifth Avenue, New York City

Issued every week co-operatively and simultaneously as a part of the Sunday editions of the

Chicago Record-Herald  
St. Louis Republic  
Philadelphia Press  
Pittsburgh Post  
New-York Tribune  
Boston Post  
Washington Star  
Minneapolis Journal  
Denver News-Times  
Buffalo Courier

## OUR FRIENDS AND OURSELVES

In December the Associated Sunday Magazines will be six years old. The circulation is now more than one million one hundred thousand each week and is rapidly growing. Let us account for ourselves and our friends—the readers of the Associated Sunday Magazines.



Sunday is the day when most people sit down quietly and think things over. They begin a new week with renewed hope, courage, and purpose. They plan better conditions.

Sunday is the day when one has time to catch up a little with his reading, the day when a good story seems doubly good, a fine article specially important.

We know our readers—friends worth having—clean-minded folk. They admire an attractive picture, cheer for a rattling story, applaud a fine sentiment, mightily relish good humor. But they won't stand scolding, abuse, or bad temper.

They want action, color, health, good cheer. There is never a sour or pessimistic note in our columns.

By the way, there are by actual count more words, which means a greater number of stories, more special articles, more short anecdotes, in four copies of the Associated Sunday Magazines than in any one issue of any of the standard monthly magazines.

The value of the Associated Sunday Magazines' advertising columns is further multiplied because it is concentrated in the richest commercial territory in the United States.

*Exact circulation statement, rate card, and copies of the magazine will be mailed to any advertiser on request.*

Awhile ago we took a straw vote to find out how long copies of the Associated Sunday Magazines lived—were kept in the house.

50% of our readers keep a permanent file.

20% keep the magazines until they are thoroughly read.

19% of our readers, when they have finished, pass the magazines on to their friends.

11% remaining cannot be classified under any general head.

This year our advertising receipts will amount to \$600,000 in round numbers, more than \$100,000 increase over 1908. All of our advertising (except the back cover) is printed on the text pages, where it must be seen.

Our friends the advertisers present their announcements to more good magazine readers for less cost in the Associated Sunday Magazines than in any other national medium.

**THE ASSOCIATED SUNDAY MAGAZINES**  
(INCORPORATED)

1 Madison Ave., New York

Record-Herald Bldg., Chicago, Ill.

**M**ANY advertisers who are familiar with the superior character of the work of our Art Department may be unaware that our Copy Department is in a position to offer a copy service of equal merit.

We not only produce commercial copy for advertisements, circulars, booklets, catalogues, etc., but are exceptionally equipped to plan and execute sales campaigns in the most effective and satisfactory manner.

Those who wish to introduce new goods, or to largely increase sales in slow territory, or to devise new means and methods for interesting the trade or creating a demand by the consumer, will find this branch of our organization of invaluable assistance.

All matters pertaining to copy, from the preparation of a single advertisement to a comprehensive sales campaign, will be given careful thought and attention by copy specialists, whose abilities and training best fit them for the character of work required.

Consultation, either by correspondence or in person, will prove interesting.

ARTISTS—COPY WRITERS—ENGRAVERS—PRINTERS  
DAY AND NIGHT ART STAFFS

**THE ETHRIDGE COMPANY**  
41 Union Square, New York City

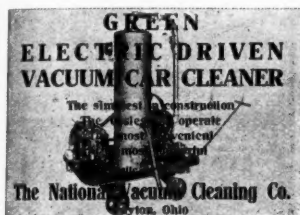
Telephones { 4848 } Stuyvesant  
                  { 4847 }

# COMMERCIAL ART

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

When it is necessary or advisable to print a picture of a machine in an advertisement, the problem of how to do it to best advantage is not always an easy one, especially if the machine is large or complicated. The National Vacuum Cleaning Company

space in refuting the statement of a newspaper man that their advertising promotes murder. According to the advertisement reproduced here, the Japs would land on the Pacific Coast and the British on the Atlantic in about three weeks if it were not for the whole-



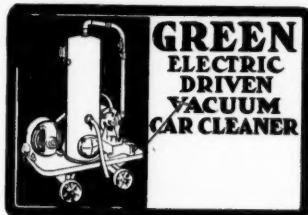
No. 1.

has not succeeded very well in the advertisement reproduced here. The machine is there, as large as the space admits, but it is unfortunately mixed up with the text of the ad, and is far from presenting a commendable appearance.

The illustration No. 2 gives the machine a section of space all by itself, and shows it in the clearest and cleanest way possible.

This advertisement of B. F. Sturtevant Company, advertising its Ventilating Set, shows evidences of thought and intelligent effort. The picture provides a good illustration of the device in use, and the copy is a consistent and convincing argument in its favor.

The Savage Arms Company is using up a good deal of valuable



No. 2.

some fear induced by the Savage Automatic Pistols. It may be that the newspaper man's statement was ill-judged, but this method of refutation comes dangerously near being ridiculous. Perhaps this topic is one which might better be allowed to slumber, but if the matter is to be discussed at all, this is surely a bad way to do it.

\* \* \*

Over half the space in this full-page magazine advertisement of the Stolz Electrophone is devoted to an outdoor scene, in which appear vast throngs of people. Down in the foreground there is a lady wearing the Stolz Electrophone—so the ad explains,—but the necessity of showing her out in the streets, surrounded by hundreds of people, is not particularly clear. So far as can be determined, the picture has nothing to do with the



## Bad Air vs. Good Work

Your Lungs require 30 Cubic Feet of Fresh Air a Minute

Otherwise, you are in danger of your health. The Sturtevant Ventilating Set is the only device that will give you the fresh air you need and keep it clean and pure. The average office is a deadly trap for those who breathe the air.

## The Sturtevant Ventilating Set

Ready-to-Run  
Enter Fresh Air in or Take Fresh Air Out

and in a positive sense of supplying pure air under all conditions. It removes the bad air of all in the room, and does not waste energy and money, as does the mechanical fan, or the electric fan, or the open window, or the open door.

In the HOUSE, it brings all fresh air and keeps it all the while of your life, giving you the cleanest, purest breathing space.

It is PORTABLE, it is ready to use. It is operated by the current from your electric light. Sold in Chicago, New York, Boston, Philadelphia, St. Louis, St. Paul, Minneapolis, and all other cities.

SEND FOR BULLETIN NO. 101.

It will tell you all about the Sturtevant Ventilating Set, and how to use it. The B. F. Sturtevant Company, Boston, Mass., and all other cities.

argument, and it is perfectly obvious that the head of the woman

tools. It seems as if a picture which illustrated in some way the

[illegible]

**THOUSANDS!**



Thousands of different articles in *Tools, Cutlery and Hardware* bear this brand of superior excellence.



Whether it be a tool, pocket-knife, pair of shears, curves or article of silver-plated ware, the brand **WARRANT** signifies the highest obtainable quality. The purchaser is doubly protected, as we stand behind the dealer in guaranteeing all such articles. Ask for **WARRANT** and insist upon it.

**HIBBARD SPENCER BARTLETT & CO.**  
STATE STREET BRIDGE  
CHICAGO  
ESTABLISHED 1855

has been patched on. This seems like a sad waste of costly space.

There seems to be a firm conviction in the tool trade that pictures of hatchets and saws are both interesting and effective as an illustrative feature of magazine advertising. This advertisement of Hibbard, Spencer, Bartlett & Co.

particular usefulness or efficiency of a tool would be much better advertising.

The Milwaukee *Journal* got out a particularly excellent annual Educational Number on August 21st. The paper contained sixteen pages, and carried a large amount of school advertising in its school section, which occupied eight pages. A rather unique feature of this Educational Number was the way in which local teachers of music, etc., came to the front with small ads.

The Centennial Industrial and Booster edition of the Canton, O., *Repository* for September 5th was a remarkable effort for a newspaper of its size. It contained 124 pages of matter and a great deal of advertising, and has attracted attention from newspaper makers everywhere. The *Repository* is itself nearly one hundred years old, having been established in 1816.

George W. Miller, formerly New York manager for White's Class Advertising Company, is now with Wood, Putnam & Wood. He is placing contracts for the Lovejoy Plow Company, Cambridge, N. Y., with a select list of high-class farm papers in the West.

Dr. F. E. Grant, Kansas City, Mo., is putting out orders in a list of mail-order papers to run till forbid. Small display copy is being used. The business is going out through H. W. Kastor & Sons' Kansas City office.

## 10 KILLS QUICK-PROMOTING MURDER

Arms and Hugh O'Neil, editor of Denver Post  
Calls on - U.S. Market Promoting Arms Co-  
inc. Because we invent and advertise the New  
Savage Automatic that shoots ten shots quick  
What - Brain-computer - in as  
some that pistols are bought for

Keep the making and selling of pistols, and we will be in the mercy of criminals, and the Japs will land on the Pacific coast, and the British on the Atlantic, and it will be end America. For the country that would not must encourage even-

Think what an invention the New Savage Automatic really is — to unbelievably quick, it means every other packer gets to the front position. Change four shots per second and reloads in about a flash. You think it's just another gun? [www.savage.com](http://www.savage.com)

**Refugee:** A novice can aim as expertly as a crack shot. Equipped with positive safety, which guarantees absolute protection to the operator. Light and compact in the pocket though powerful on long aim travel. 32 cal., 6 1/2 inches long. 10 or 12-ounce magazine.

ing, it is decided to change it. It was with declared intention that what an advantage the company would give the Americans. Does the American public want to support overvalued cars? We think not.

See the Savage Automatic at your hardware store, and send for our free book, "The Trendsetter's Turn," which tells all the new and ingenious features. Buy a Savage today—save from \$100 to \$200.

**THE FAMOUS KENNEDY RIFLES**  
 See the New Savage Rifle  
 Description of  
 Savage Rifle Address  
 100 - 100



The New **SAVAGE** Automatic

is typical of this class of publicity. It may be true that the picture of hammers and hatchets will sell goods, but it is hard to see why they should, as in most instances there is nothing about such a picture to show the value or the individual characteristics of the

## ALL ADVERTISING MEN

With Their Families And Friends  
Are Cordially Invited To Enjoy With

### The Advertising Men's League of New York

Its Excursion To View The Naval Parade, Airship  
Flights And The Water Pageant Of The

## Hudson-Fulton Celebration

OCTOBER 1st, 1909

It is the purpose of the League to provide comfortable and congenial auspices under which the Advertising Fraternity generally, as well as its own members, may enjoy this crowning event of the celebration.

Visiting Advertisers are especially welcomed.

The day will probably be a legal holiday.

The steamer "Putnam" has been chartered and an official position in the line of parade assigned it.

For safety and comfort only half the legal passenger capacity of the boat will be carried on this occasion.

This steamer is a safe, commodious screw-propeller, steel-hull vessel with electric lights and searchlight, and having two spacious decks from which to

view the day's events. She will leave New York in the morning, accompanying the parade to Newburgh and returning after the fireworks in the evening.

A plain, substantial lunch will be served at 50c., and dinner at 75c., or service à la carte.

With the thought that when the day arrives with its million and more visitors, when everything is overcrowded and overpriced, it will be a welcome alternative to turn to this outing composed largely of acquaintances and kindred spirits, the Advertising Men's League accepts the considerable financial undertaking and work involved, bidding all in the craft to share and fare with it upon exactly the same terms as its own members.

Tickets, including day and evening, per passenger, \$3.50

Children under 12, half fare

Make checks payable to "Excursion Fund," A. M. L., and send to Mr. Ingersoll.

**VECHTEN WARING**  
*Chairman Excursion Committee*

#### DIRECTORS

WM. H. INGERSOLL, 45 John St., New York.

JOHN CLYDE OSWALD,  
25 City Hall Place, New York.

C. W. BEAVER, 9 Murray St., New York.

JOHN A. KERSHAW,  
253 Broadway, New York.

H. H. KRESS,  
233 E. 23rd St., New York.

GERALD B. WADSWORTH,  
31 East 22nd St., New York.

E. E. VREELAND,  
64 Grand St., New York.

To

Wm. H.  
Ingersoll

45 John St.,  
New York.

Please send.....

..... tickets

for A. M. L. excursion

for which I enclose .....

Name.....

Address.....

.....

.....

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

### ADVERTISING AGENCIES

**H. W. KASTOR & SONS ADVERTISING CO.**, Laclede Building, St. Louis, Mo.

**DARLOW ADVERTISING AGENCY**, Omaha, Neb. Newspapers and Magazines.

**ALBERT FRANK & CO.**, 25 Broad St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

Financial Advertising is being placed in  
**CUBA AND JAMAICA**  
for the American Security Contract Co., of Philadelphia by the  
**BEERS ADVERTISING AGENCY OF HAVANA, CUBA**

New York Office: 66 Beaver Street, Room 801  
Geo. W. Dyke, Representative

### ADVERTISING MEDIA

**THE Ladies' Home Journal**, is the greatest advertising medium in the world.

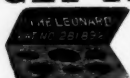
**THE Saturday Evening Post** covers every State and Territory

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE** circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

### COIN CARRIERS

## GET THE CASH



with the subscription order. Also used with Want ad dept 1,000 any Printing, \$3.25; 5,000 any Printing, \$10.00. Samples free. **DETROIT COIN WRAPPER CO.**, 4 John R. Street, Detroit, Mich.

### COLLECTIONS

**COLLECTIONS** of all kinds wanted. Special Attention Publishers' accounts. Will deliver publications and look after renewals. **E. B. WIGGINS**, 119 Main, Houston, Texas.

### ENGRAVING

**KITAB ENGRAVING CO. (Inc.)**, 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. **TELEPHONE: 1064 SPRING.**

**PERFECT** copper half-tones, 1 col.. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

### ELECTROTYPES

## Get Our Prices On Electros

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

**RAPID ELECTROTYPE COMPANY**, Advertisers' Block, Cincinnati O.

### HELP WANTED

**WANTED**—Good copy man for advertising department of daily paper in large Southern city. One who has had agency experience preferred. Must have original ideas and be good writer. Address, with samples of work, "ORIGINALITY," care of Printers' Ink.

**POSITIONS NOW OPEN**—For Adv. solicitors, Ga., \$40; Ill., \$20; New Eng. trade journal, \$35; Pa. ditto, \$40. For business managers, Kan., \$25; Ct., \$50; Pa., \$30. Editorial writer, republican, N. Y., \$35; city ed., Okla., \$35; N. Y., \$25. Adv. copy and rate man, agency experience, Mass., \$50. Also for reporters, desk men and linotype operators. Booklet free. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

### MISCELLANEOUS WANTS

**\$25.00 Per Week**

**IF YOU EARN LESS**, I can help increase your salary or income by teaching you how to plan and write scientific advertising and business correspondence, for the purpose of filling a salaried position, or establishing your own office. The only correspondence course honestly endorsed by the great experts and publishers. Let me mail my beautiful Prospectus.

**George H. Powell**, 1319 Metropolitan Annex, New York City





**YOUNG MEN AND WOMEN** of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 51st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

# PATENTS

## PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Established 1869.

# POSITIONS WANTED

**ADVERTISING** Specialist who has planned and conducted several successful publicity campaigns desires to devote either all or part of his time to preparing copy for advertiser or agency. Address "F. B.," care Printers' Ink.

**WIDE AWAKE, UP-TO-DATE CIRCULATION MANAGER**, best of experience and ability to do things, wishes to make a change, west preferred. "I. C. U.," care of Printers' Ink.

## Advertising Man

Wishes to secure a position in advertising department of an established firm or agency where he will be given an opportunity to perfect his advertising knowledge, and advance to higher position. Page-Davis graduate, a prize-winner in an advertising contest, eight years a printer and newspaper man. Anyone wishing to secure the services of a young man with energy, ability, education and a good character, write for further particulars and references. Salary, a minor consideration. "J.," care Printers' Ink.

## Would This Experience and Record Be of Value to Your Business

**WAS** for three years in credit department of a well-known wholesale house. Was manager of a book publishing house doing a business of \$180,000 per year and successfully conducted the sales for three years. Am now advertising and sales manager of a large concern in the Middle West. Am writing copy that pulls and letters that close sales, and also installing and conducting follow-up systems which sift every possible order from inquiries. The house organ which I conduct in the interests of the business has become recognized as a real trade journal. My letters to branch managers and salesmen are favorably known from coast to coast. They bring results. Have increased the sales in one department 250 per cent in three months. All this experience, together with extensive travel at home and abroad, fits me to direct the activities of a modern business enterprise. I desire to make a change for the simple reason that I am surrounded by congenial people in a dead town. I am looking for both a present and a future. Am 33 years old. If you need these qualifications in your business let us get together. "MANAGER," Room 338, 160 Adams Street, Chicago.

**FIRST CLASS DEPARTMENT STORE** ADVERTISING MAN OPEN FOR POSITION ON PACIFIC COAST. AGENCY OR STORE. Address, "Box 12," care of Printers' Ink.

**EXPERIENCED NEWSPAPER MAN** (resident Pacific Coast) wants management small daily (\$8,000 to 10,000), on Pacific Coast. Systemizer in every department. "Box 31," care Printers' Ink.

# PRESS CLIPPINGS

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

# PRINTING

**YOU** share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS**, drawer 98, Cuba, N. Y.

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **WINTHROP PRESS**, 419 Lafayette St., N. Y.

# PUBLISHING BUSINESS OPPORTUNITY

## Engineering Journals

can be bought and should be consolidated. Both have excellent paid circulations and carry large amounts of advertising. Both are making money, but not nearly as much as they might if consolidated. It would take about \$50,000 cash and the rest could probably be deferred. Fine opportunity for strong man.

## HARRIS-DIBBLE COMPANY

Brokers in Publishing Property

253 BROADWAY

NEW YORK

# A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Aniston, Evening Star.** Quantity and quality circulation; leading want ad. medium.

**Birmingham, Ledger,** dy. Average for 1908, 19,370. Best advertising medium in Alabama.


**Montgomery, Journal,** dy. Aver. 1908, 9,733. The afternoon home newspaper of its city.

## ARIZONA


**Phoenix, Republican.** Daily aver. 1908, 6,651. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## COLORADO

**Denver, Post,** has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 68,467.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Kowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT

 **Bridgeport, Morning Telegram,** daily average for Aug., 1909, sworn, 12,926. You can cover Bridgeport by using *Telegram* only. Rate 1½c. per line flat.

**Meriden, Journal,** evening. Actual average for 1907, 7,743; average for 1908, 7,726.

**Meriden, Morning Record and Republican.** Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

**New Haven, Evening Register,** daily. Annual sworn average for 1908, 13,864. Sunday, 13,867. First 6 months, 1909, 17,980 copies daily (sworn).

**New Haven, Union.** Average 1908, 16,326; E. Katz, Special Agent, N. Y.

**New London, Day,** ev'g. Aver. 1906, 6,104; average for 1907, 6,547; for 1908, 6,739.

**Norwalk, Evening Hour.** Average circulation exceeds 3,450. Sworn statement furnished.

**Waterbury, Republican.** Average for 1908, Daily, 6,326; Sunday, 6,243.

## DISTRICT OF COLUMBIA

**Washington, Evening Star,** daily and Sunday. Daily average for 1908, 36,762 (© ©).

## FLORIDA

**Jacksonville, Metropolis.** Dy. av. 1st 6 mos., 1909, 12,907. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union.** June dy 17,742; Sun 19,639. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

## GEORGIA

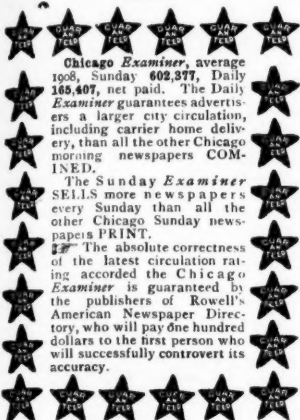
**La Fayette, Messenger.** Weekly. Average circulation, 1908, 2,541.

## ILLINOIS

**Belvidere, Daily Republican** entitled to Roll of Honor distinction. Need more be said?

**Chicago, Breeder's Gazette,** weekly. \$2. Average for first 6 months, 1909, 77,721.

Chicago, *Dental Review*, monthly. Actual average for 1907, **4,018**; for 1908, **4,097**.



Chicago *Examiner*, average 1908, Sunday **602,377**, Daily **165,407**, net paid. The Daily *Examiner* guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Record-Herald*. Average 1908, daily net paid exceeding, **141,000**; Sunday net paid exceeding, **197,000**. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, *Herald*, evening and Sunday morning. Average for 1908, **6,808**.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1908, **16,608**. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1908, **30,911**.

Sterling, *Evening Gazette*, average circulation for 1908, **4,409**. First six months, 1909, **4,963**.

## INDIANA

Evansville, *Journal-News*. Average, **19,183**. Sundays over **18,000**. E. Katz, S. A., N. Y.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average, **36,112**.

Princeton, *Clarion-News*, daily and weekly. Daily average, **1,877**; weekly, **2,641**.

South Bend, *Tribune*. Sworn average July 1909, **10,239**. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*, daily. Average 1908, **9,139**. "All paid in advance."

Davenport, *Times*. Daily aver. Aug., **16,846**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1908, **12,664**; Sunday, **14,731**.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

## KANSAS

Hutchinson, *News*. Daily 1907, **4,670**; 1908, **4,835**. E. Katz, Special Agent, N. Y.

## KENTUCKY

Harrodsburg, *Democrat*. W. Av. '08, **3,370**. Largest and best paper in Central Kentucky.

Lexington, *Herald*. D. av., 1908, **7,194**. Sunday, **8,255**. Week day, **7,006**. Com. rates with *Gazette*.

Lexington, *Leader*. Average for 1908, evening, **5,446**, Sunday **6,878**. E. Katz

Louisville, *The Times*, evening daily, average for 1908 net paid **43,940**.

## MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average, **1,294,438**.

Augusta, *Kennebec Journal*, daily average 1908, **8,826**. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1908, daily **10,070**; weekly, **28,727**.

Phillips, *Maine Woods and Maine Sportsman*, weekly. J. W. Brackett Co. Aver. for 1908, **7,977**.

Portland, *Evening Express*. Average for 1908, daily **14,451**. Sunday *Telegram*, **10,001**.

## MARYLAND

Baltimore, *American*. Daily average for 1908, **74,702**; Sunday, **93,879**. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1908, **84,395**. For Aug., 1909, **80,896**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average 1908, daily. **174,307**; Sunday, **319,790**. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The Boston *Globe* printed a total of 22,450 columns, or 6,869,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.



## BOSTON TRAVELER

Established 1825.

Average circulation for June, 1909, **102,645**. Gain over June, 1908, **17,027**

The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

# In Boston It's *The Post*

JULY, 1909, Averages

**Boston Sunday Post**  
**251,506**

Gain of 16,753 Copies  
over July, 1908.

**Boston Daily Post**  
**284,674**

Gain of 29,602 Copies  
over July, 1908

## Display Advertising

in July, '09, in the *Boston Post* was 278,999 agate lines, which was 46,055 lines in excess of its nearest daily and Sunday Boston contemporary.

**Human Life**, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

**Clinton, Daily Item**, net average circulation for 1908, 3,099.

**Fall River, Globe**. The clean home paper. Best paper. Largest cir. Actual daily av. 1908, 7,473.

**Lawrence, Telegram**, evening, 1908 av. 8,940. Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. year 1907, 16,032; 1908, average, 16,396. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

**Salem, Evening News**. Actual daily average for 1908, 18,333.

**Worcester, Gazette**, eve. Aver. first 5 months, 1909, 16,878; Largest evening circulation.

**Worcester, L'Opinion Publique**, daily (©©). The only Gold Mark French daily in the U. S.

## MICHIGAN

**Detroit, Michigan Farmer**. Read by all Michigan farmers. Ask any advertiser. 80,000.

**Jackson, Patriot**, Average May, 1909, daily 9,348, Sunday 10,205. Greatest net circulation

**Saginaw, Courier-Herald**, daily. Only Sunday paper; aver. for 1908, 14,330. Exam. by A. A. A.

**Saginaw, Evening News**, daily. Average for 1908, 19,886; Aug., 1909, 21,614.

## MINNESOTA

**Duluth, Evening Herald**. Daily average 23,093. Largest by thousands.

**Minneapolis, Farm, Stock and Home**, semi-monthly. Actual average for six months ending July 15, 1909, 100,166.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.



**Minneapolis, Farmers' Tribune**, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, 23,270.



**Minneapolis, Journal**, Daily

and Sunday (©©). In 1908 average daily circulation evening

only, 75,639. In 1908 average

Sunday circulation, 72,429.

Daily average circulation for

Aug., 1909, evening only,

70,416. Average Sunday circula-

tion for Aug., 1909, 72,083.

(Jan. 1, 1908, subscription rates

were raised from \$4.00 to \$6.00

per year cash in advance. The

Journal's circulation is absolute-

ly guaranteed by the American

Newspaper Directory. It

goes into more homes than

any other paper in its field.



**Minneapolis, Svenska Amerikanska Posten**. Swan J. Turnblad, publisher, 1908, 63,341.

## CIRCULATI'N

**Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1908, was 68,300. The daily *Tribune* average per issue for the year ending December, 1908, was 90,117.



by Am. News-  
paper Direc-  
tory.

## MISSISSIPPI

**Biloxi, Herald**, evening. Average circulation for 1908, 1,095. Largest on Mississippi Coast.

## MISSOURI

**Joplin, Globe**, daily. Average, 1908, 16,648. E. Katz, Special Agent, N. Y.

**St. Joseph, New-Press**. Circulation, 1908, 38,320. Smith & Budd, Eastern Reps.

**St. Louis, National Druggist** (©©), Mo. Henry R. Strong, Editor and Publisher. Average for 1908, 9,167. Eastern office, 508 Tribune Bldg.

**St. Louis, National Farmer and Stock Grower**, Mo. Actual average for 1908, 104,708.

NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer* weekly. 143,390 for year ending Dec. 31, 1908.

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1908, 143,440.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1908, 8,870.

Jersey City, *Evening Journal*. Average for 1908, 24,078. Last three months 1908, 25,031.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Av. 1906, 18,237. Av. 1907, 20,270; last quarter yr. '07, av. 20,409.

NEW YORK

Albany, *Evening Journal*. Daily average for 1908, 16,930. It's the leading paper.

★ Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 62,286.

Buffalo, *Courier*, morn. Average, Sunday, 91,447, daily, 61,604; *Enquirer*, evening, 34,570.

Buffalo, *Evening News*. Daily average for 1908, 94,473; 1907, 94,843; 1908, 94,033.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1908, 5,132.

Mount Vernon, *Argus*, eve. Daily av. cir. 6 mos. ending June 30, 1909, 5,089. Only daily here.

★ Newburgh, *Daily News*, evening. Average circulation entire year, 1908, 6,229. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 7 months ending July 31, 1909, 10,623.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1908, 6,700.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908, 26,022 (©©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. 200,000 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec., 1908, 10,250 Dec., 1908 issue, 10,000.

The World. Actual average, Morning, 345,424. Evening, 405,172. Sunday, 483,836.

Poughkeepsie, Star, evening. Daily average for first five months 1909, 4,827; May, 5,342.

Rochester, *Daily Abendpost*. Largest German circulation in state outside of New York City.

Schenectady, *Gazette*, daily. A. N. Liecty. Actual Average for 1908, 16,760.

Syracuse, *Evening Herald*, daily. Herald Co., pub. Aver. 1908, daily 24,067; Sunday, 40,961.

★ Troy, *Record*. Average circulation 1908, 20,402. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, *National Electrical Contractor*, mo. Average for 1908, 2,583.

Utica, *Press*, daily. Otto A Meyer, publishes. Average for year ending Jan 1, 1909, 15,374.

OHIO

Ashabula, *Amerikan Sanomat* Finnish. Actual average, 11,120.

Cleveland, *Ohio Farmer*. Leads all farm papers in paying advertisers. 100,000.

Cleveland, *Plain Dealer*. Est. 1841. Act. daily and Sunday average 1908, 78,291, Aug., 1909, 86,960 daily; Sunday, 102,710.

Columbus, *Midland Druggist*. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, *Journal*. Actual average, 21,217.

Springfield, *Farm and Fireside*, over ¼ century leading Nat. agricult'l paper. '08, 463,716.

Youngstown, *L'indicator*. D'y av., '08, 15,000; Sy., 10,400; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, *Times-Democrat*. Average 1907, 6,659; for 1908, 6,659. E. Katz, Agent, N. Y.

Oklahoma City, *The Oklahoman*. 1908 aver., 26,985; July, '09, 31,166. E. Katz, Agent, N. Y.

OREGON

★ Portland, *The Oregonian*, (©©) For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Aug. NET PAID circulation, daily, 40,433, Sunday average, 60,276.

PENNSYLVANIA

Chester, *Times*, ev'g d'y. Average 1908, 7,888. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, *Times*, daily. Aver. for 1908, 18,487; July, 1909, 19,123. E. Katz, Special Agt., N. Y.

★ Harrisburg, *Telegraph*. Sworn average July, 1909, 16,144. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

★ Johnstown, *Tribune*. Average for June, 1909, 12,674. Only evening paper in Johnstown.

## Philadelphia Bulletin

"The name of 'The Bulletin' is a household word among the people of Philadelphia and its vicinity.

"Its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania."

NET AVERAGE FOR JULY

# 242,542

COPIES A DAY

"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Philadelphia, *The Camera*, is the only best photographic monthly. It brings results. Average for 1908, 8,826.

Philadelphia, *Confectioners' Journal*, mo. Average 1907, 8,814; 1908, 8,817 (©©).

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Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.



Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for June, 1909, 101,753; the Sunday *Press*, 169,976.

Washington, *Reporter and Observer*, eve. and morn. dv. av., '08, 11,734. They cover the field.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1908, 15,866. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, *Dispatch and Daily*. Average for 1908, 18,471.



## RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation, 1908, 18,185—sworn.



Providence, *Daily Journal*. Average for 1908, 20,210 (©©). Sunday, 23,861 (©©). *Evening Bulletin*, 45,375 average 1908.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R.I. Aver. 6 mos., 5,004.

## SOUTH CAROLINA

Charleston, *Evening Post*. Actual daily average 1908, 4,888.



Columbia, *State*. Actual average for first six months, 1909, daily (©©) 14,490, Sunday (©©) 14,951.

Spartanburg, *Herald*. Actual daily average circulation for 1908, 2,992.

## TENNESSEE



Knoxville, *Journal and Tribune*. Week-day av. year ending Dec. 31, 1908, 15,885. Week-day av. November and December, 1908, 16,909.

Memphis, *Commercial Appeal*, daily, and Sunday, average first 6 mos., 1909: Daily, 48,990; Sunday, 70,015. Smith & Budd, Representatives, New York and Chicago.

Nashville, *Banner*, daily. Average for year 1906, 31,455; for 1907, 36,506; for 1908, 36,554.

## TEXAS

El Paso, *Herald*, March aver. 10,002. Only El Paso paper examined by A. A. A.

## VERMONT

Barre, *Times*, daily. F. K. Langley. Average for 1908, 4,775. Examined by A. A. A.

Burlington, *Free Press*. Daily average for 1908, 5,603. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dv., av. 1908, 3,327. Only Montpelier paper examined by the A. A. A.

Rutland, *Herald*. Average, 1908, 4,556. Only Rutland paper examined by A. A. A.

St. Albans, *Messenger*, daily. Average for 1908, 3,132. Examined by A. A. A.

## VIRGINIA

Danville, *The Bee*. Av. 1908, 3,066; Aug., 1909, 3,758. Largest circulation. Only evening paper.

## WASHINGTON

Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its July '09, cir. of 64,222 daily, 80,701 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1906-'07-'08 *Times* beat its nearest competitor 6,997,456 lines.

Tacoma, *Ledger*. Average 1908, daily, 18,732. Sunday, 26,729.

Tacoma, *News*. Average for year, 1908, 18,768.



## WISCONSIN

**Janesville, Gazette.** Daily average, Aug., 1909, daily, 5,227; semi-weekly, 1,800.

**Madison, State Journal,** daily. Actual average for 1908, 5,090.

**Milwaukee, Evening Wisconsin,** daily. Average for July, 1909, 40,907 (©©). The great Home Paper of Wisconsin.

**Milwaukee, The Journal,** ev., ind daily. Daily average for 12 mos., 58,859; for July, 1909, 60,808; daily gain over July, 1908, 5,269. Over 50% of Milwaukee homes. Flat rate 7 cents per line. Carries largest amount of advertising of any paper in Milwaukee.

**Oshkosh, Northwestern,** daily. Average for April, 1908, 9,348. Examined by A. A. A.

**Racine, Journal,** daily. Av. for 12 months ending May 1, 1909, 4,442; April, 4660.



## THE WISCONSIN AGRICULTURIST

**Racine, Wis., Established, 1877**  
Actual weekly average for year ended June 30, 1909, 40,762. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

## WYOMING

**Cheyenne, Tribune.** Actual net average six months, 1908, daily. 4,877; semi-weekly, 4,420.

## BRITISH COLUMBIA

**Vancouver, Province,** daily. Av. for 1908, 15,922; July, '08, 16,244; July, '09, 18,681; H. DeClerque, U. S. Repr., Chicago and New York.

## MANITOBA, CAN.

**Winnipeg, Free Press,** daily and weekly. Average for 1908, daily, 37,090; daily July, 1909, 41,470; weekly 1908, 27,426; July 1909, 24,635.

**Winnipeg, Der Nordwesten.** Canada's German newspaper. Av. 1908, 17,445. Rates 56c. in.

**Winnipeg, Telegram,** dy. av. for 9 mos. to April, '09, 26,445. Weekly, same period, 29,510.

## QUEBEC, CAN.

**Montreal, La Presse.** Actual average, 1908, daily 99,239, weekly 46,935.

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

## COLORADO

**WANT** advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

**THE Denver Post** prints more paid Want Advertisements than all the newspapers in Colorado combined.

## DISTRICT OF COLUMBIA

**THE Evening and Sunday Star,** Washington. D. C. (©©), carries double the number of Want Ads of any other paper. Rate 1c. a word.

## ILLINOIS

**THE Champaign News** is the leading Want ad. medium of Central Eastern Illinois.

**THE Chicago Examiner** with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"**NEARLY** everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

## THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

## RATE

All Classifications One Cent Per Word.  
Only Sunday Paper in Indianapolis.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE Boston *Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



## MINNESOTA

THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in July, 1909, amounted to 169,176 lines; the number of individual ads published were 23,132. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

**CIRCULATION** THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 90,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening by *Am. News* issues. Rate, 10 cents per line. paper *Di'tory* Daily or Sunday.



## MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,206 Sunday.

## NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

## NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 600 of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

**PRINTERS' INK**, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

## OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE *Oklahoma*, Okla. City, 31,166. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 99,239—sworn to.) Carries more Want Ads than any newspaper in Montreal.

## (GOLD MARK) Gold Mark Papers (GOLD MARK)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed.

Out of a total of over 22,000 publications in America, 122 are distinguished from all the others by the so-called gold marks (GOLD MARK).

## ALABAMA

The Mobile *Register* (GOLD MARK). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1908, 36,762 (GOLD MARK).

## GEORGIA

Atlanta *Constitution* (GOLD MARK). Now as always, the Quality Medium of Georgia.

Savannah *Morning News*, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

## ILLINOIS

*Bakers' Helper* (GOLD MARK), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

*Grain Dealers' Journal* (GOLD MARK), Chicago, the grain trade's accepted medium for "Want" ads.

*The Inland Printer*, Chicago (GOLD MARK). Actual average circulation for 1908, 16,806.



**KENTUCKY**

Louisville *Courier-Journal* (☉☉). Best paper in city, read by best people.

**MAINE**

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,546 (☉☉); 7.44% increase daily over last year.

**MASSACHUSETTS**

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Evening Transcript* (☉☉), established 1880. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (☉☉). Only French paper among 75,000 French population.

**MINNESOTA**

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

**THE NORTHWESTERN MILLER**

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

**NEW YORK**

*Army and Navy Journal*, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

*Century Magazine* (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (☉☉), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

*Engineering News* (☉☉). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

*The Engineering Record* (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

*The Evening Post* (☉☉). Established 1801. The only Gold Mark evening paper in New York. 'The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post.' —Printers' Ink.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

*Scientific American* (☉☉) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

*Vogue* (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

**OREGON**

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

**PENNSYLVANIA**

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily *Press*, for 1908, 95,349; The Sunday *Press*, 133,984.

**THE PITTSBURG  
(☉☉) DISPATCH (☉☉)**

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

**RHODE ISLAND**

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

**SOUTH CAROLINA**

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